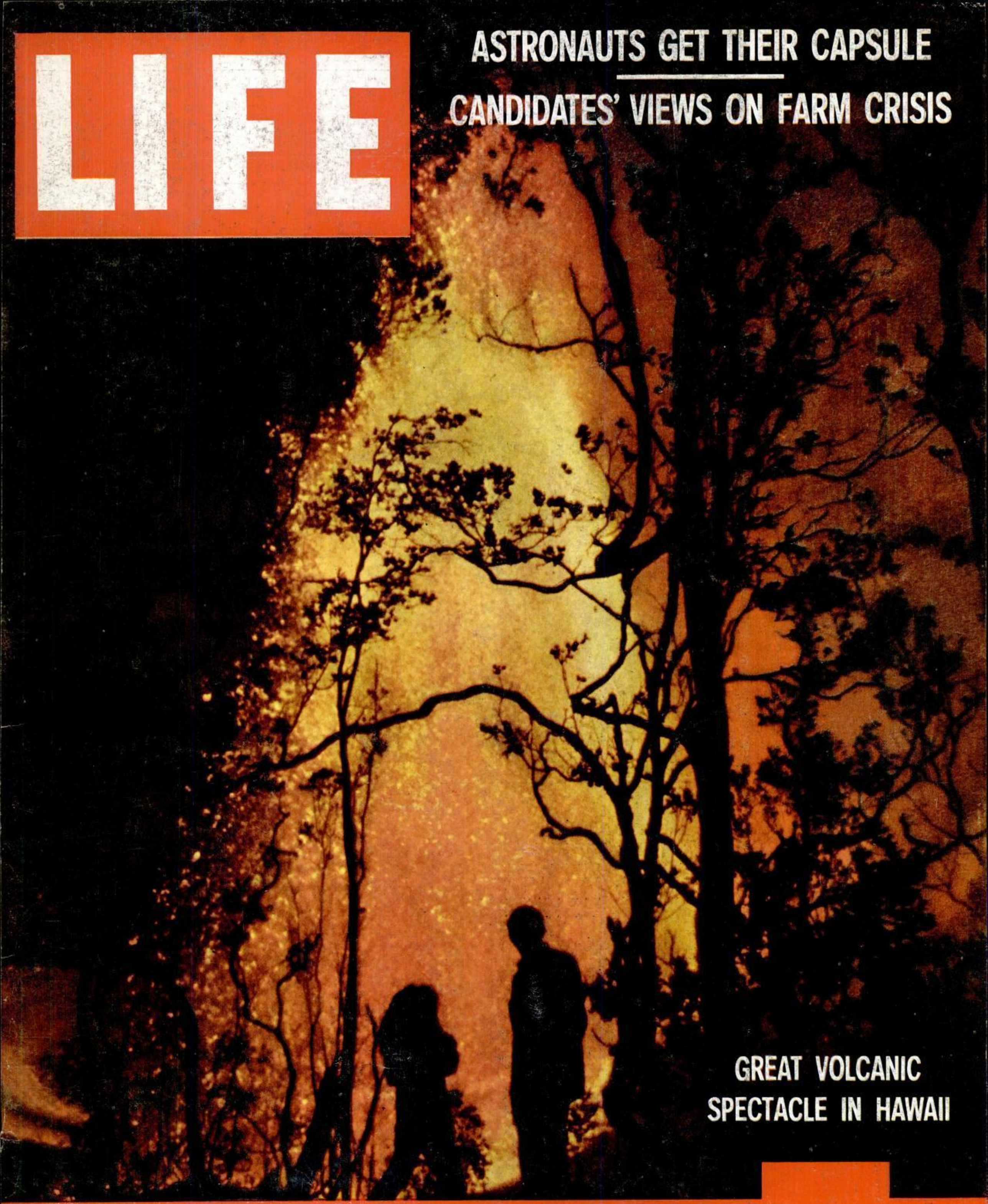
LIFE

ASTRONAUTS GET THEIR CAPSULE

CANDIDATES' VIEWS ON FARM CRISIS



GREAT VOLCANIC SPECTACLE IN HAWAII

REG. U. S. PAT. OFF.

DECEMBER 14, 1959

CIRCULATION MORE THAN 6,500,000 WEEKLY

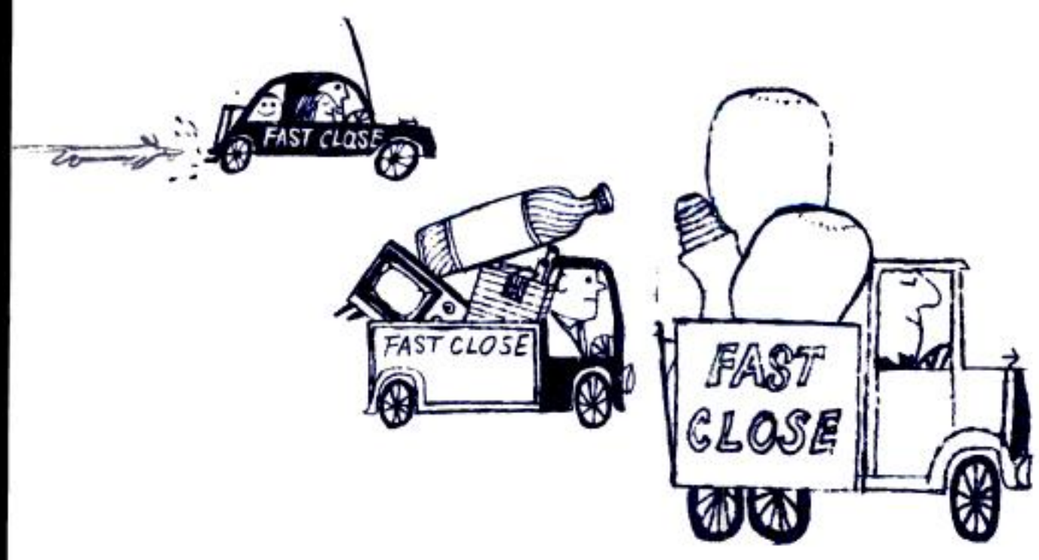


Rath BLACK HAWK HICKORY-SMOKED HAM IN A CAN

with the flavor... the fragrance only old time smoking gives

THE RATH PACKING COMPANY, WATERLOO, IOWA

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Dear Preview Reader:

The cover of this issue and the color pictures on pages 21-23 were photographed in Hawaii just 24 days ago.

The entire black and white lead and editorial section (pages 25-36) and the Farm Problem story (pages 101-108) closed late last Saturday night (December 5th).

The opening color picture in our account of Sterling Hayden's South Seas voyage (page 55) and the latest chapter in our exclusive coverage of the Astronauts are other examples in this issue of LIFE's editorial "fast-close."

"Fast-close" works for advertisers, too.

It is a service that LIFE alone among general magazines offers its advertisers.

To illustrate: "fast-close" advertising plates received by us for a page or a spread, black and white or two-color, by next Tuesday, December 15th, can start selling across the country in some seven million copies of our special year-end two-in-one issue, "The Good Life", <u>just six days later</u> -- on Monday, December 21st. Full-color pages and spreads, received in plate form by that same day, can appear coast-to-coast in LIFE's first issue of 1960 -- on newsstands January 6th -- just 22 days after you gave us the plates and still five issues before our new rate base of 6,500,000 goes into effect (with the February 15th issue).

(over)

By way of further suggesting the uniqueness and meaning of this fast-close service to advertisers, here is a comparison with normal closing schedules:

Ad Closing Time-Table*

	LIFE		Post	Look
	Fast Close	Normal Close		
black & white	7 days	23 days	31 days	32 days
two color	7 days	23 days	43 days	39 days
full color	22 days	44 days	43 days	60 days

*Minimum number of days between ad plate receipt by publisher and magazine's newsstand appearance according to published schedules.

Now rounding out its second year, LIFE's fast-close availabilities have now been utilized by advertisers to the tune of several million dollars' worth of space. So far this year 33 major advertisers have used LIFE's swift-close units -- more than the entire number of fast-close users last year -- with two very important 1959 issues still to close. Another gratifying sign: the number of agencies involved in these fast-close orders is already half again above last year's total.

On page 57 of this issue is a full page four-color fast-close ad from the Hoover Company.

Why a fast-close in this December 14th issue for Hoover? Notice that the ad stresses Hoover's new electric floor washer. Hoover decided to reinforce its introduction campaign on this new product with a dramatic push against LIFE's huge audience at the peak of the Christmas selling season.

Here are some other advantageous uses of fast-close by 1959 LIFE advertisers:

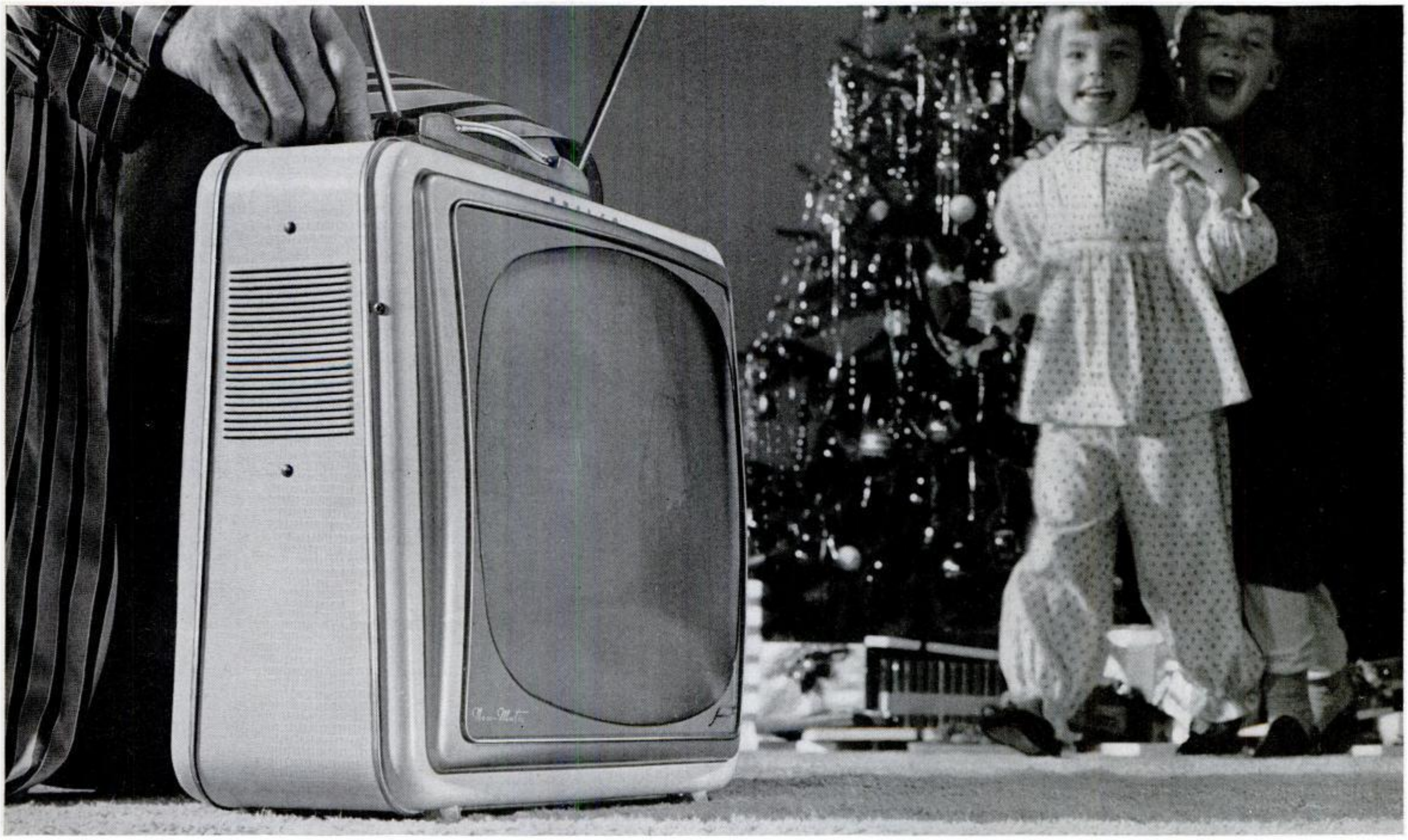


NEWS ANNOUNCEMENTS -- Corn Products (Mazola ingredients claimed important in cholesterol control)
American Motors (Rambler third in June's U. S. car sales)
Allstate Insurance (Nationwide reduction in car insurance rates on compact cars)

PRICE LISTINGS -- Magnavox (Prices for full TV set line)

(continued inside back cover)

The gifts that get the best reception...everywhere!



MODEL 3055 17" overall diagonal measurement, 155 sq. in. of viewable area

AMERICA'S MOST WANTED PORTABLE TELEVISION

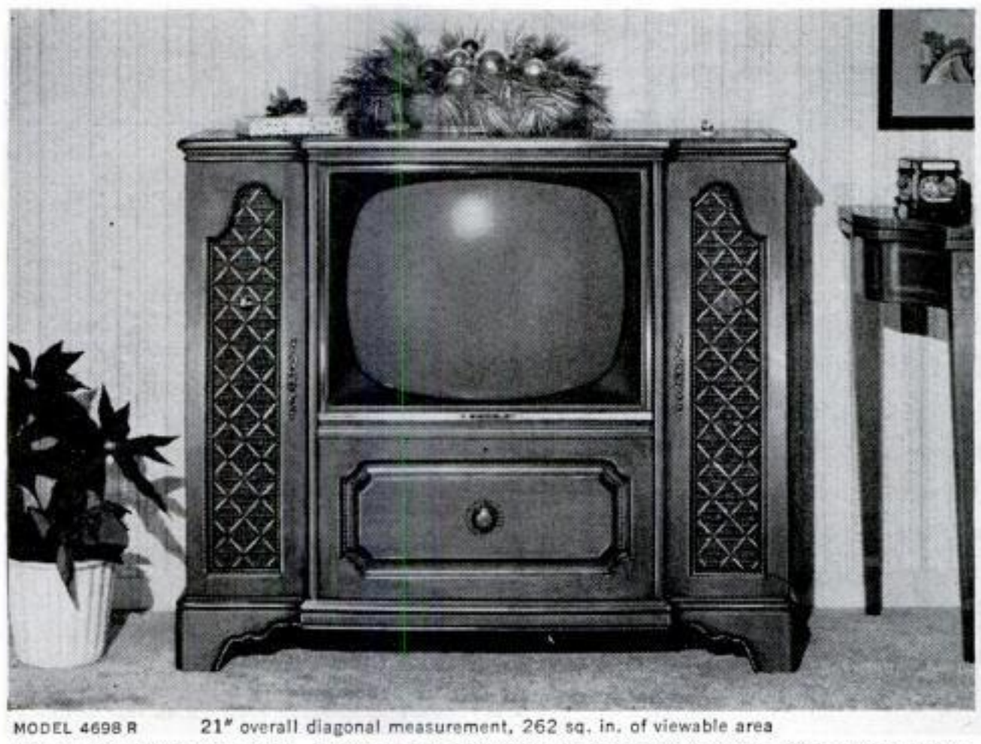
THE SLENDER SEVENTEENER BRINGS JOY THROUGHOUT THE HOUSE. Television's most popular portable! Slender Seventeener outperforms all others in its class . . . it's the slimmest, lightest and most compact. Available with New-Matic remote control and Philco's exclusive 39-inch "zip-out" "Scan-Tenna" handle. It rotates . . . locates the strongest, sharpest signal. Choose from a wide selection of decorator colors and finishes. Slender Seventeeners are priced from $159.95.



MODEL 2010

THE PHILCO SAFARI. The world's first battery-powered transistor television. Weighs just 15½ pounds, has 21 transistors and 14 diodes, plays anywhere there's a TV signal. The specially developed battery is rechargeable. Also plays on regular (AC) house current. In genuine top-grain cowhide, natural or black finish. $250. Rechargeable battery $5.25 extra.

Specifications subject to change without notice.
Prices slightly higher South and West.



MODEL 4698 R 21" overall diagonal measurement, 262 sq. in. of viewable area

THE RITTENHOUSE – FROM PHILCO'S MASTERCRAFT COLLECTION. The hand-finished cabinet glows as only genuine hardwoods and veneers can. Available in mahogany and provincial maple. Has Philco's finest performance chassis, four-speaker sound system. Directa wireless remote control. Eight models in Philco's Mastercraft Collection. Priced from $396.95.



MODEL 4251 ER 21" overall diagonal measurement, 262 sq. in. of viewable area

GIVE THIS TABLE MODEL WITH DIRECTA REMOTE CONTROL. It's the ultimate in tuning ease. Also features Sound Out Front and transformer-powered Perma-Circuit® chassis. Matching swivel base or graceful tapered legs are available. Just $249.95, including Directa remote control.

PHILCO

This One

JRSD-E1E-Y40N

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Vol. 47, No. 24

LIFE

REG. U.S PAT. OFF.

December 14, 1959



PHOTOGRAPHER CHONG DASHES TO SAFETY FROM ROCK-SPEWING VOLCANO

BRAVE DEEDS BEFORE AND BEHIND A CAMERA

We salute bravery, whether it be exhibited by the people who produce our stories or by their subjects. Our first dispatch from Jerry Chong, who took the stunning volcano pictures on pages 21 to 23, belittled any danger to himself and mentioned only that a plastic cover for his equipment melted from the intense heat. Then our Honolulu correspondent sent in the unexpected photo above and we realized that Chong had himself been in danger of being melted. For bravery, also, we salute the townsfolk of devastated Fréjus, in France, where dam-released waters would have claimed even more lives except for their quick-thinking heroism (*pp. 26-31*).

There is a different kind of bravery—premeditated, scientific and voluntary—implicit in our story about the capsule which will carry one of the seven U.S. Astronauts on his flight into space.

A big chance for a brave man of another kind exists in the farm mess. To wind up our three-part series, we asked leading candidates how they would solve basic problems like subsidy and surplus. It's an issue fraught with political peril. You can read their answers and then judge for yourself their capacity for wisdom and courage. The reward for a really brave man in this area could be the biggest job in the world, the presidency of the United States.

COVER

The volcanoes of Hawaii put on periodic shows of grandeur, and this time Kilauea Iki does the honors, erupting in a spectacular display of fireworks (*see pp. 21–23*)

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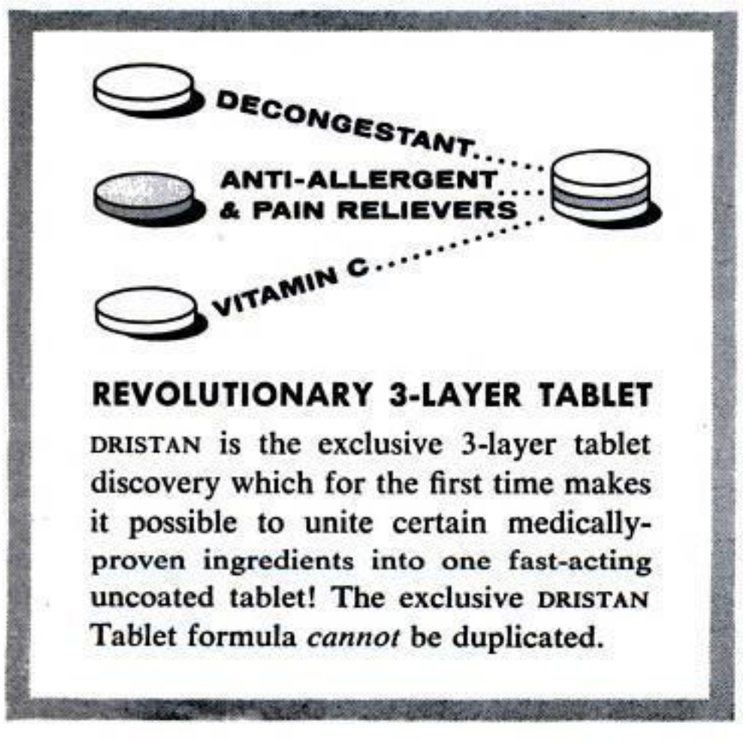
Revolutionary 3-layer tablet for relief of

COLDS MISERIES AND SINUS CONGESTION



HELPS DRAIN ALL 8 SINUS CAVITIES

(critical areas of colds infection)



REVOLUTIONARY 3-LAYER TABLET

DRISTAN is the exclusive 3-layer tablet discovery which for the first time makes it possible to unite certain medically-proven ingredients into one fast-acting uncoated tablet! The exclusive DRISTAN Tablet formula *cannot* be duplicated.

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Note: Today DRISTAN is widely imitated. But the fact is . . . the exclusive DRISTAN Tablet formula *cannot* be duplicated. Accept no substitutes!





WHEN COLDS STRIKE, nasal-sinus passages become clogged with germ-laden mucus . . . responsible for so much colds suffering and misery.



TAKE DRISTAN. Working through the bloodstream, DRISTAN shrinks all swollen membranes, promotes drainage, restores free breathing.

There's Nothing like **DRISTAN®** *Decongestant Tablets*

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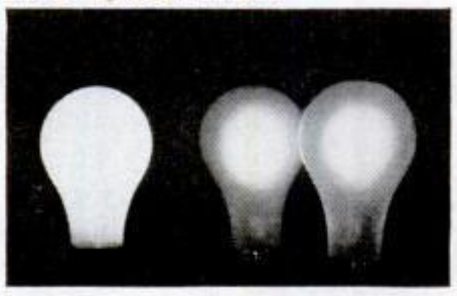
Mister Magoo and his Wonderful Lamp

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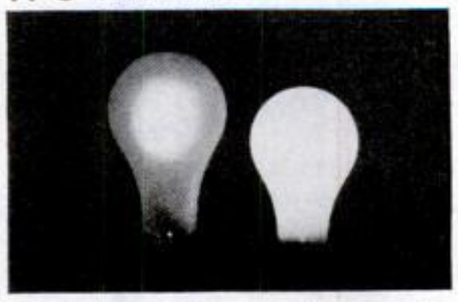
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LORD CALVERT THE WHISKEY IT TOOK 25 YEARS TO CREATE

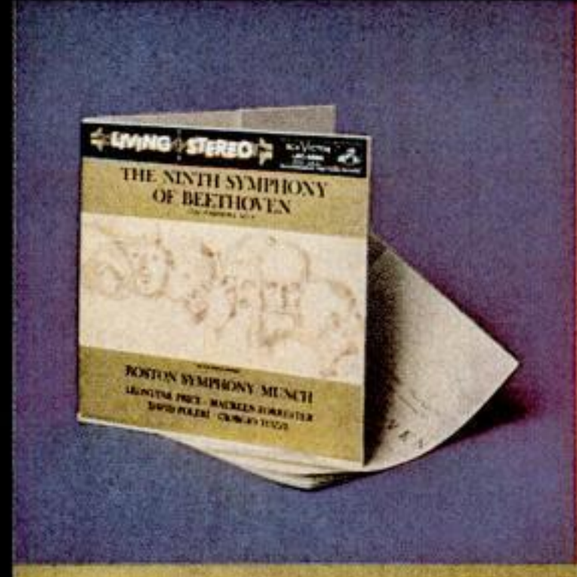
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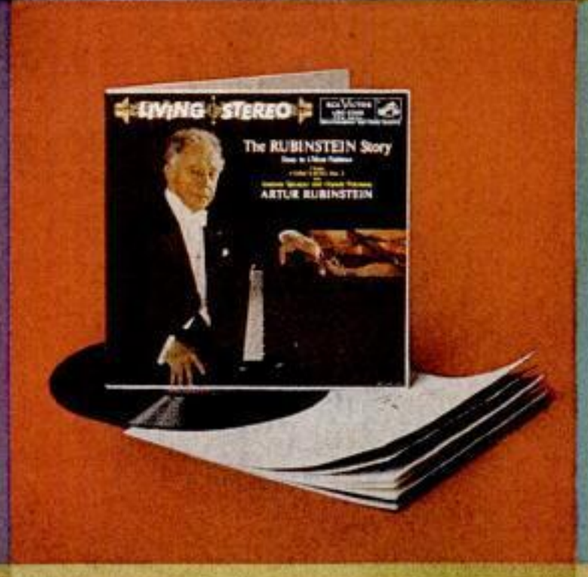
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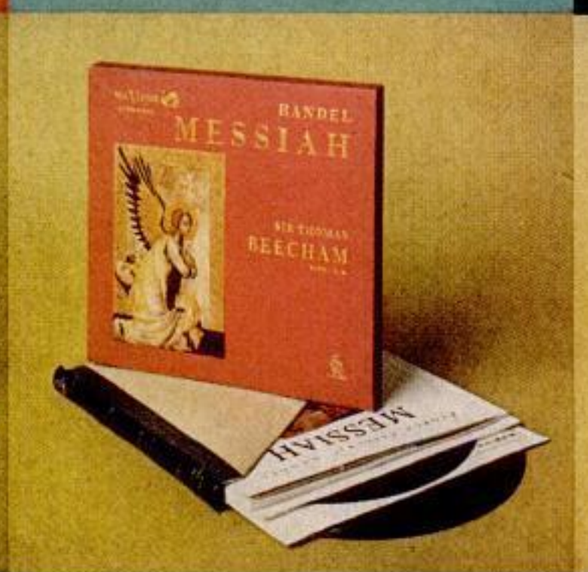


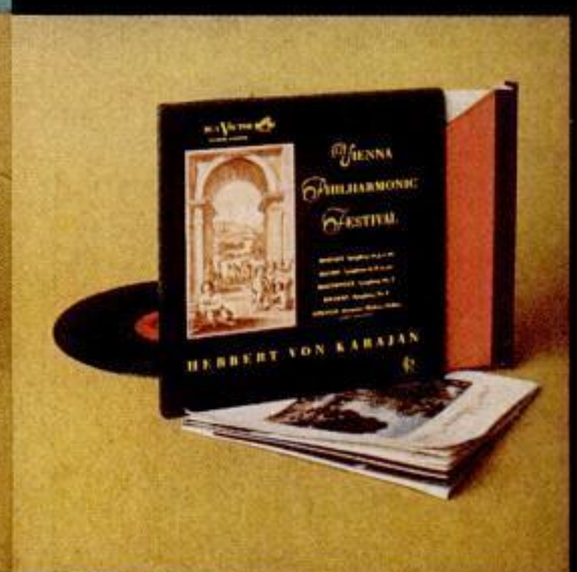




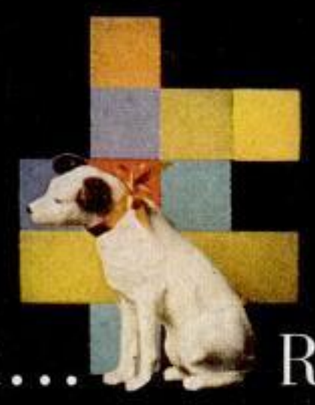












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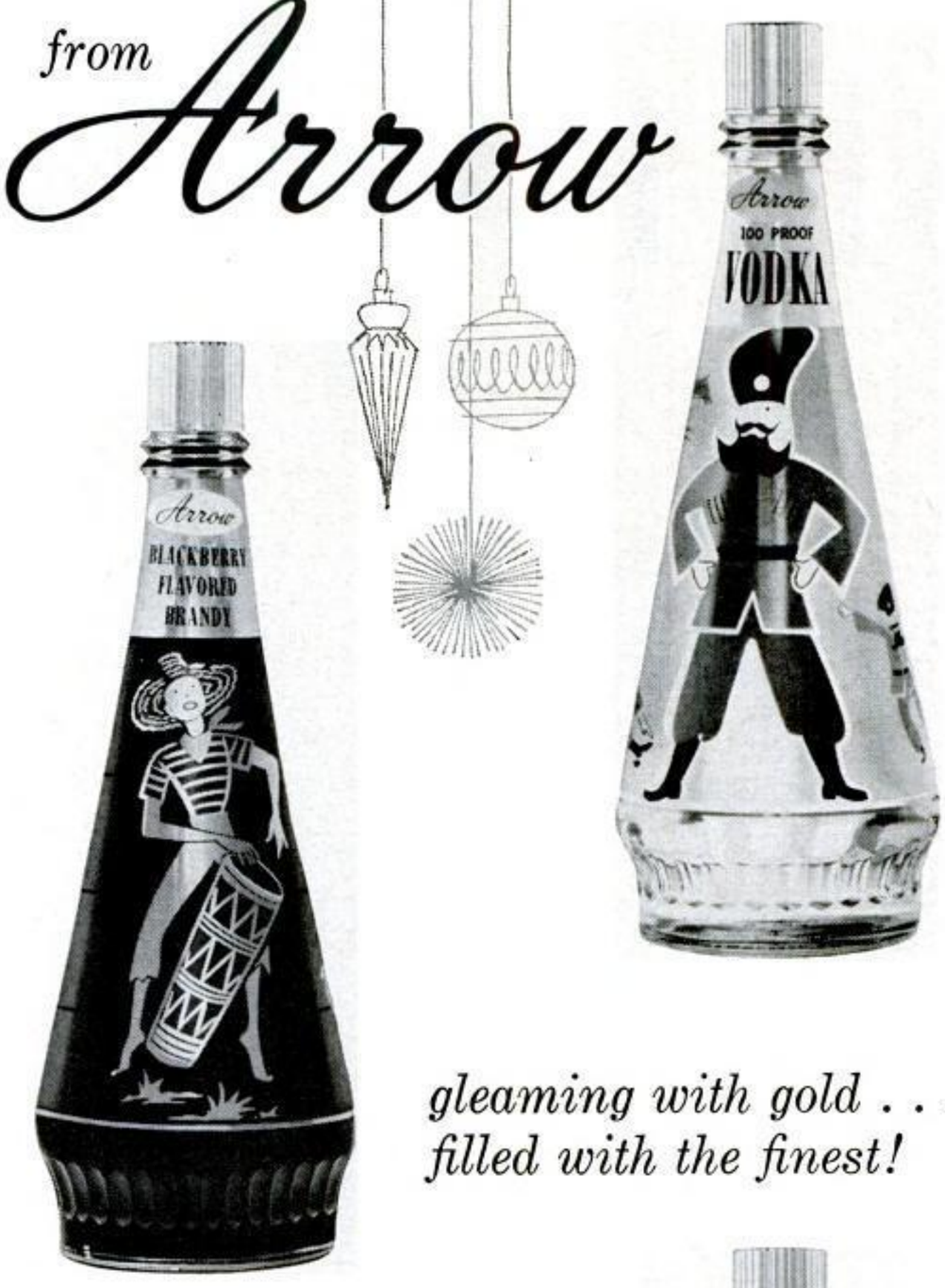
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MERRY DECANTERS from Arrow



gleaming with gold . . . filled with the finest!

Arrow Golden Touch Decanters make very merry gifts. Choose from the 3 pictured . . . Arrow 100-proof Vodka in the trim dancing motif . . . Arrow Blackberry Flavored Brandy in the gay Calypso . . . Arrow Creme de Menthe—Arrow Five Star Brandy or Arrow 80-proof Vodka—in the graceful Gold 'n' Satin Decanter . . . Lucky recipients will remember, and appreciate, the good taste of the giver and the gift when it's an Arrow decanter.





ARROW LIQUEURS CORP., DETROIT 7, MICHIGAN; 80 AND 100 PROOF VODKA, DISTILLED FROM GRAIN; BLACKBERRY FLAVORED BRANDY, 70 PROOF; CREME DE MENTHE, 60 PROOF; FIVE STAR BRANDY, 84 PROOF.

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Amazing new formula Mum®

LETS YOUR SKIN "BREATHE"

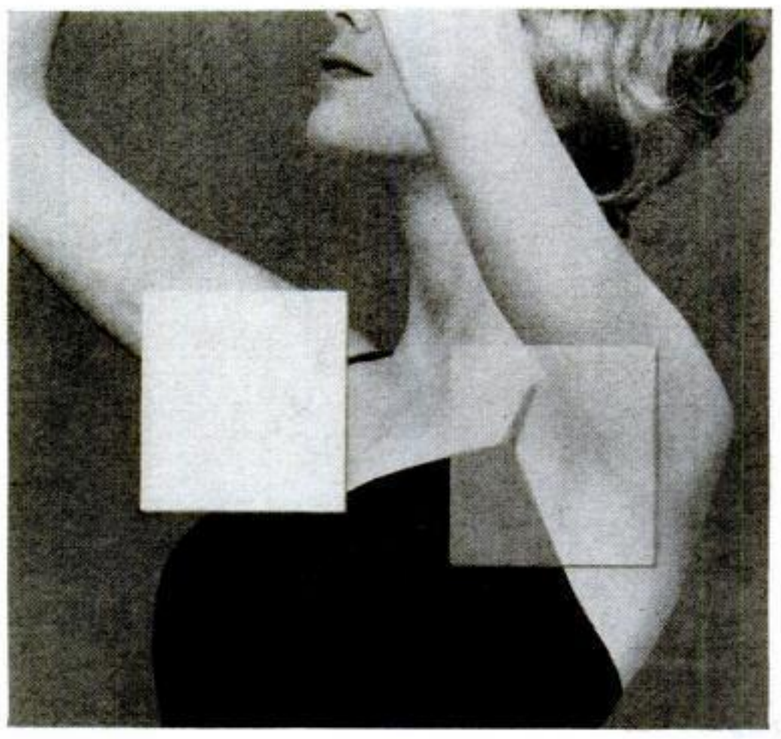


It's the only leading deodorant that stops odor without "stopping up" pores

Leading medical authorities say that oxygen, carbon dioxide, fluids and other substances pass in and out of the skin. This is what we mean when we say the skin "breathes." All other leading deodorants interfere with the natural "breathing out" process. New Mum works in a *different* way.

Unlike other leading deodorants—cream or spray, ball-types or pads—new Mum does *not* interfere with the natural function of the skin. New formula Mum keeps your underarms wonderfully sweet and odor-free without "smothering" your pores. It gives you *more natural protection.*

New! More natural protection . . . for the woman who wants to feel free as air! In new formula Mum, Bristol-Myers gives you a way to stop odor without "stopping up" pores. Remarkable new Mum cream works a different way entirely. It has no aluminum salts. No harsh chemicals. New Mum works gently—with hexachlorophene. It destroys the active *cause* of odor much more effectively. Protects for 24 full hours in most cases . . . often more! Effective as it is, new Mum is so safe for normal skin even a "beginning" teen-ager can use it daily. It won't irritate the delicate underarm tissues. So try new Mum. You'll be glad you did.



New formula Mum lets your skin "breathe" freely, naturally. Nature never intended the pores of the skin to be "stopped up." Yet all other leading deodorants "smother" the normal "breathing out" action of the pores (left diagram). But new formula Mum stops odor without "stopping up" pores (right diagram).



Protects you every minute of the day! Even when you're on the go from morning to midnight, new Mum cream keeps on working—doesn't let you down. And it's safe for even delicate fabrics. Contains no harsh ingredients—will not damage your clothes. *Mum is safe* for normal skin . . . won't cause redness or irritation.

So much softer, fluffier, whiter, new Mum is a pleasure to use. It vanishes the moment you smooth it on. Won't leave a residue on what you wear.

ANOTHER FINE PRODUCT OF BRISTOL-MYERS



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A HUNDRED MILLION TELEPHONES AGO

That's when Western Electric joined the Bell Telephone System . . . a hundred million telephones ago. The year was 1882 and the telephone (we made it even then) was a fairly crude gadget. You cranked it, shouted into it and hoped for the best.

Over the years, telephone service grew as the country grew. And Western Electric helped it along, making better and better telephones in every shape and size . . . devising and producing multitudes of switching and other equipment for faster, surer ways to carry the nation's voice.

Western Electric

Now we're at work on our second hundred million telephones. The shapes and sizes are different . . . emphasizing convenience, color, usefulness. But our goal is unchanged: to help the Bell telephone companies bring you better and better service.

Western Electric manufacturing and supply unit of the Bell System

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SHOPPING IN

Automatic Blanket. Comfort-Selector keeps temperature at warmth selected. Six smart colors. Custom-tailored corners. Completely washable.

Seven-Transistor Pocket Radio. So tiny, fits pocket or purse. Weighs only one pound *with* batteries. Earphone jack for private listening. 3 colors.

Pushbutton Clock-Radio with Dial Beam and Snooz-Alarm® Timer. Wakes you, lets you cat nap, calls again. Turns appliances on and off. 3 colors.

Stereophonic Portable Phonograph. 14-watt dual amplifier. Four 5¼-inch Dynapower speakers. 4 speeds. Plays stereo and monaural records.

Rotisserie Oven. Has the baking accuracy of a fine range oven—actually a *second* oven! As well as a Rotisserie and infra-red broiler. Foods tastier, too!

Automatic Coffee Maker now in lifetime stainless steel. Protects coffee flavor because stains wash off easily. Reheats without reperking.

Spray, Steam & Dry Iron. It's three irons in one—sprinkles as you iron! It's a steam and dry iron, too. Makes all ironing faster, easier.

Automatic Electric Can Opener. Opens cans quickly, cleanly, effortlessly at the touch of a finger. Mount on wall or use optional counter stand.

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A CHRISTMAS WONDERLAND...

Gifts that make life easier and fit your budget, too – at your General Electric dealer's

GENERAL ELECTRIC







Dutch Treat Decorative Wall Clock. Fashionable Pennsylvania Dutch design will add charm to any room. In Black, White or Copper color.

Cue-ette Miniature Lighted Dial Alarm (night view shown). Fits crowded places. Easy-to-read, day or night. White case and dial.

Richwood Snooz-Alarm® Clock. Wakes you, lets you snooze, then wakes you again. African mahogany case. Brass trim. For den, desk or bedroom.

Golden Times Decorative Wall Clock. A majestic masterpiece. Shimmering gold tines radiate from dramatic black dial.







Toast-R-Oven*. "Upstairs" it's a fully automatic toaster. Toast pops up extra high. "Downstairs" a toasting oven that lets you make toasted cheese sandwiches, warm buns, buttered toast and muffins.

*Trademark of General Electric Company

All Chrome Polisher-Scrubber-Rug Cleaner. Waxes, polishes, scrubs, buffs floors—even cleans rugs! Complete snap-on attachments for every floor-care need. Splash-Guard prevents splashing.

Cord Reel Cleaner. A touch of your toe and the cord retracts inside the cleaner. "Piggy-back" attachment caddy. Double-action rug and floor unit adjusts itself to bare floors and rugs.

General Electric Company, Housewares Division & Radio Receiver Department

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Because no one speed is right for every beard...give him the first and only electric razor that lets him shift the speed and adjust the shaving head to shave as close, as fast as he likes!

It's the gift that's right for every man—no matter how tough his beard, how sensitive his skin.



14 day free home trial starts Christmas Day!

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AIR Parcel Post

LETTERS TO THE EDITORS

THE JOYS OF TOYS

Sirs:

Congratulations on "The Many Joys of Varied Toys" (LIFE, Nov. 23). The photography was gorgeous! The text, brief and to the point. The selection of toys showed imagination and taste. I lost my heart to the Japanese whale.

ESTHER P. EDWARDS
Milton, Mass.

Sirs:

It is interesting to note that the Japanese dog you showed appeared on the New Year's stamp of Japan for 1958.

MERLE BETZ
San Diego, Calif.



DOG ON STAMP

Sirs:

I get what Mr. Marx is driving at in his comment on educational toys. If we keep on with this nonsense about stimulating children's curiosity, encouraging their normal desire to learn, the next step is obvious. We'll start combining education with entertainment and that bored preschool child may turn out to be smart as well as smart alecky. I think we ought to form an action group to combat this sort of attack on the well-being of American children. Can we call it the Marxian party and rally round the stuffed bears?

Of course, I know a couple of small boys who don't like guns or airplanes especially. Last Christmas a subversive intellectual aunt gave them a microscope, and I haven't been able to pry them away from it since. I'm getting worried. Can Mr. Marx suggest anything —play therapy, maybe?

MARTHA CROSSEN
New York, N.Y.

BIRTH CONTROL CHALLENGE

Sirs:

The article, "World Birth Control Challenge" (LIFE, Nov. 23), was comprehensive, informative and courageous. It put an important and timely subject in its proper perspective. Modern scientific progress in the field was summarized in a manner completely intelligible to the layman, and the religious question was dealt with objectively and with understanding.

DAVID BUEHRENS
Winfield, Kan.

Sirs:

Congratulations on breaking through the "sound barrier" on birth control!

HAROLD R. RAFTON
Andover, Mass.

Sirs:

Professor Colin Clark, director of the Agriculture Economics Research Institute at Oxford University, said, "The world can provide food, fibre and all other agricultural requirements for 28 billion people, ten times the world's present population." Only recently the United Nations Food and Agricultural Organization pointed out in its report, "The State of Food and Agriculture, 1959" that the world's food supply is growing twice as rapidly as population.

Such facts as these seem to indicate that the Creator who made the earth still knows how to run it.

FATHER JAMES KELLER, M.M.
Director
The Christophers
New York, N.Y.

Sirs:

Robert Coughlan has reduced human reproduction problems to the level of the cattleman faced with cutting the size of his herd to fit his pasturage.

CAROL MEYER
Lincoln, Mass.

Sirs:

Perhaps the author of "World Birth Control Challenge" already is "growing food on the top of his head." It isn't good for much more.

MRS. PHIL ZERWAS
Manning, Iowa

Sirs:

The article on the various methods to combat the population explosion was excellent. It is fine to see a publication like LIFE discuss such an important subject.

CAROLA WARBURG ROTHSCHILD
New York, N.Y.

Sirs:

Convenience is not the standard of right and wrong, and the misuse of any gift of God, sex included, is a serious thing. As someone has said, "Right is still right if nobody is right, and wrong is wrong if everybody is wrong."

LUCY M. LYON
Muncie, Ind.

Sirs:

You imply that all we have to do is sit back and wait for "science" to solve everything.

What really needs to be done is to help the underdeveloped areas achieve widespread availability and general use of existing birth control techniques. The task is so important and difficult that we need to get on with it now rather than wait for the perfect contraceptive.

HENRY H. VILLARD
New York, N.Y.

Sirs:

Your description of the "perfect" contraceptive is terribly naive. From a purely operational point of view one vastly better system would be one in which the fertility of a population is totally and involuntarily inhibited, and the achievement of transient fertility becomes a desired, voluntary and positive act. This implies an inhibitor which is incorporated into air, food or water at its source, and an antidote which is dispensed to those desiring it. The ethical and moral implications of such a concept are terrifying, but we cannot brush it aside simply because it is a distasteful solution.

JOSEPH W. GOLDZIEHER, M.D.
San Antonio, Texas

Sirs:

The Catholic Church disagrees with more than just the method of birth control. In principle it approves of rhythm only with sufficient reason. That it will ever advocate rhythm for the "sufficient" reason of population control is a question.

MARY SELLEN
Aurora, Ill.

● Last week the Roman Catholic bishops of the United States issued a 1,500-word statement in which they said that Catholics will not "support any public assistance, either at home or abroad, to promote artificial birth prevention, abortion or sterilization whether through direct aid or by means of international organizations." On the problem of population pressure they said, "The 'population explosion' alarmists do not place in proper focus the idea of increasing the acreage yield to meet the food demands of an increasing population." On birth control methods they said, "Method alone, however, is not the only question involved. Equally important is the sincere and objective examination of the motives and intentions of the couples involved, in view of the nature of the marriage contract itself."—ED.

Sirs:

Your article was long overdue. It would be interesting to know presidential aspirant John Kennedy's views on this important subject.

G. C. MILLER
Harrisburg, Pa.

● When questioned by reporters, Kennedy said, "I think it would be a mistake for the United States government to attempt to advocate the limitation of the population of underdeveloped countries. . . . I believe this is a matter to be determined by the country itself." Asked what his position would be as President in giving aid to a country which practiced birth control as a matter of national policy, he said, "I would not think it was wise for the United States to refuse to grant assistance to a country which is pursuing a policy it feels to be in its own best interests."

Senator Humphrey, Governor Rockefeller and Adlai Stevenson said birth control information or assistance should be given to a country if requested. Governor Brown, while refusing to comment on birth control, said, "I certainly don't believe this

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BIG DAY



say it in a **BIG WAY**



...*by* TELEGRAM!

Christmas Telegram! Flattering to get . . . exciting to open . . . fun to share . . . sure to be kept. Whose Christmas can you make merrier with a Telegram? So convenient – just call Western Union – and charge it!

P. S. Pre-Christmas Santagrams delight the children. And they're signed by Santa himself!

LETTERS TO THE EDITORS CONTINUED

country has the right to impose on any other country any ideas it may have, nor interfere with the religious practices of other countries." Senator Symington approved "the government's furnishing of planned parenthood information abroad where it believes the action is to the interest of our country."—ED.

Sirs:

Why this talk of birth control?
Let's leave rhythm to rock 'n' roll.
The H-Bomb promises liquidation.
Small worry, then, is procreation.
Let's temper our fears
of birth-statistics
With a glance at missiles
and their ballistics.

DAVID LOWE

Athens, Ohio

PET OR PATSY

Sirs:

Congressman Mills's article on the need for tax reform ("Are You a Pet or a Patsy?" LIFE, Nov. 23) is one of the most important articles you have ever printed.

The unfairness of our tax structure, its smug expense-account aristocracy, its handsomely paid tax lawyers playing fiscal hopscotch with corporate balance sheets, its legions of petty swindlers, have succeeded in making practically everyone feel that he is being played for a fool unless he does a little cheating himself.

I don't know if a tax reform would leave me with any more money or not, but it would certainly make life a lot pleasanter and the pursuit of happiness a lot simpler.

GILBERT TAUBER

New York, N.Y.

Sirs:

Percentage depletion has been deliberately retained as the fairest workable means of permitting the extractive industries to recover their capital on a par with other industries.

You summarize the law as providing that oil well owners "receive 27½% of gross income tax-free." Actually percentage depletion provides for a deduction of 27½% of gross, or 50% of net income, whichever is the smaller. Thus, even though an operator's wells are being depleted, there is no benefit to him unless he operates them at a profit.

V. P. CLINE

Denver, Colo.

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HUNKERIN'

Sirs:

"Hunkerin'," indeed! That latest college craze ("Hankerin' for Hunkerin'," LIFE, Nov. 23) is no more than a modernized version of what we used to see in the Pacific during World War II. The natives on Okinawa would assume that position for hours and it's a common sight in other Oriental countries.

RICHARD BECK

Fort Washington, Pa.



OKINAWAN HUNKERER

THANKSGIVING 1959

Sirs:

I found your editorial "Thanksgiving 1959" (LIFE, Nov. 23) provocative and challenging.

I feel that it is unfortunate that the church must be challenged by secular periodicals. However, I hasten to admit that I am deeply grateful for men who will let the church know that they want a more spiritual challenge than has been presented. It is my prayer that your editorial will result in many of us re-evaluating the mission of the church in the light of our inheritance.

J. M. ANDERSON
Pastor

Church of the Nazarene
San Bruno, Calif.

GIMME, GIMME, GIMME

Sirs:

Disk Jockey McKenzie's observations on present-day radio—its bad music interspersed with irritating commercials—apply to most stations all over the country ("Gimme, Gimme, Gimme on the Old Payola," LIFE, Nov. 23). As long as radio exists primarily to serve the sponsor rather than the listener such excesses are likely to occur.

FREDERIC SEAGER

New York, N.Y.

Sirs:

You have made plaster saints of 10 disk jockeys. All 10 either sermonize against the evils of payola or piously deny ever having participated.

I think you have an obligation to thousands of decent, hard-working disk jockeys to correct the impressions left by your article. Most of us never saw $60,000 a year (with or without payola). Most of us marry, work, raise families and don't feel particularly guilty about being the guest of a record man once in a while for dinner.

KEN ELLIOTT

WNOE
New Orleans, La.

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...and to best friends give the world's most wanted gift whisky

Canadian Club..."The Best In The House" in 87 lands...
in beautiful embossed foil wrapping with ribbons and bows

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TO HER MAJESTY QUEEN ELIZABETH II
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GIVE BUL

Give her dreams...dazzle...gold...
diamonds...and a watch
so precise, she can't bear
to be late



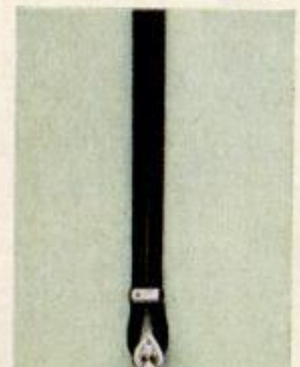
Shining ripples around the dial are echoed in the expansion bracelet. 17 jewels. Miss America. Also in white. $35.75.



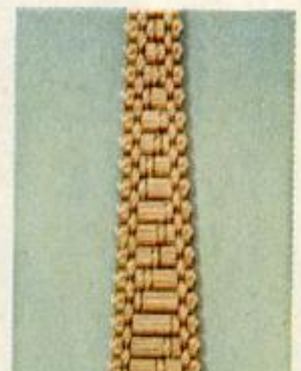
Sleek, shining bands rim the watch, then streak away into a glittering clasp bracelet. 17-jewel American Girl. Also in white. $49.50.



2 diamonds, each set in its own triangle of beauty. 23 jewels. Unusual expansion bracelet. La Petite. Also in white. $65.



12 diamonds, blazing their way up tiered steps. The 14K gold watch has 23 jewels. La Petite. Also in yellow. $135.



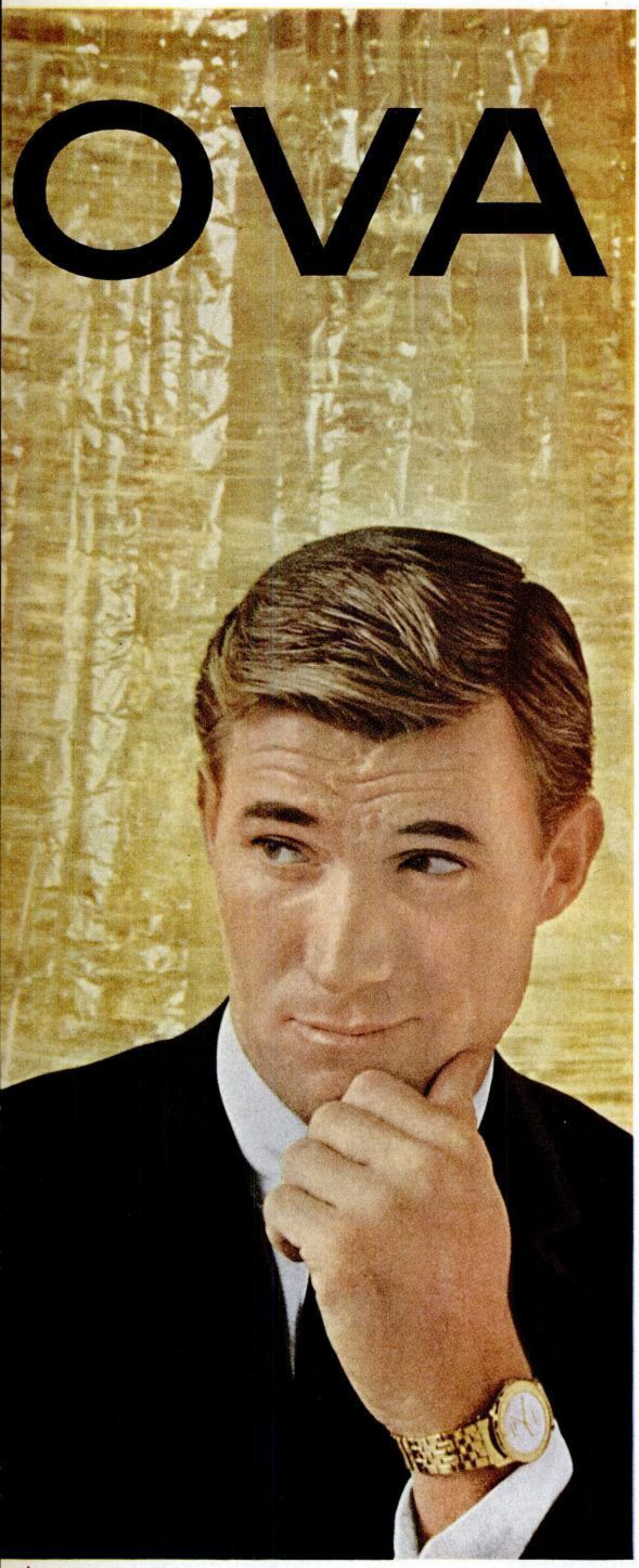
Inspired by golden sheaves of wheat. Highly unusual 17-jewel, 14K gold bracelet watch ensemble. Opulent, dramatic, different. Golden Treasure. $250.



DRESS BY CHRISTIAN DIOR

Watches shown include Federal Tax. Other Bulova watches priced from $24.75 to $2500. *When case, crystal and crown are intact. Certified waterproof by United States Testing Company, Inc. ©1959 Bulova Watch Co., Inc. New York, Toronto, Bienne, Milan

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FOR CHRISTMAS

Give him a proud watch...a dynamic watch...a watch whose every part is Bulova-crafted and jewel-set for flawless precision



Advanced in styling, not in price. 17-jewel, shock-resistant watch with expansion band. Senator. $35.75.



The watch that faces anything. 17 jewels. Self-winding. Waterproof*. Shock-resistant. Luminous hands and dial. Anti-magnetic. Sweep second hand. Expansion band. Sea Clipper. $49.50.



Slim as a sword. 23 jewels. Waterproof*. Shock-resistant. Six precision adjustments. Also with charcoal dial. His Excellency. $71.50.



A square of gold, set off by a suede strap. 23-jewel Golden Eagle in 14K gold. Shock-resistant. Six precision adjustments. $135.

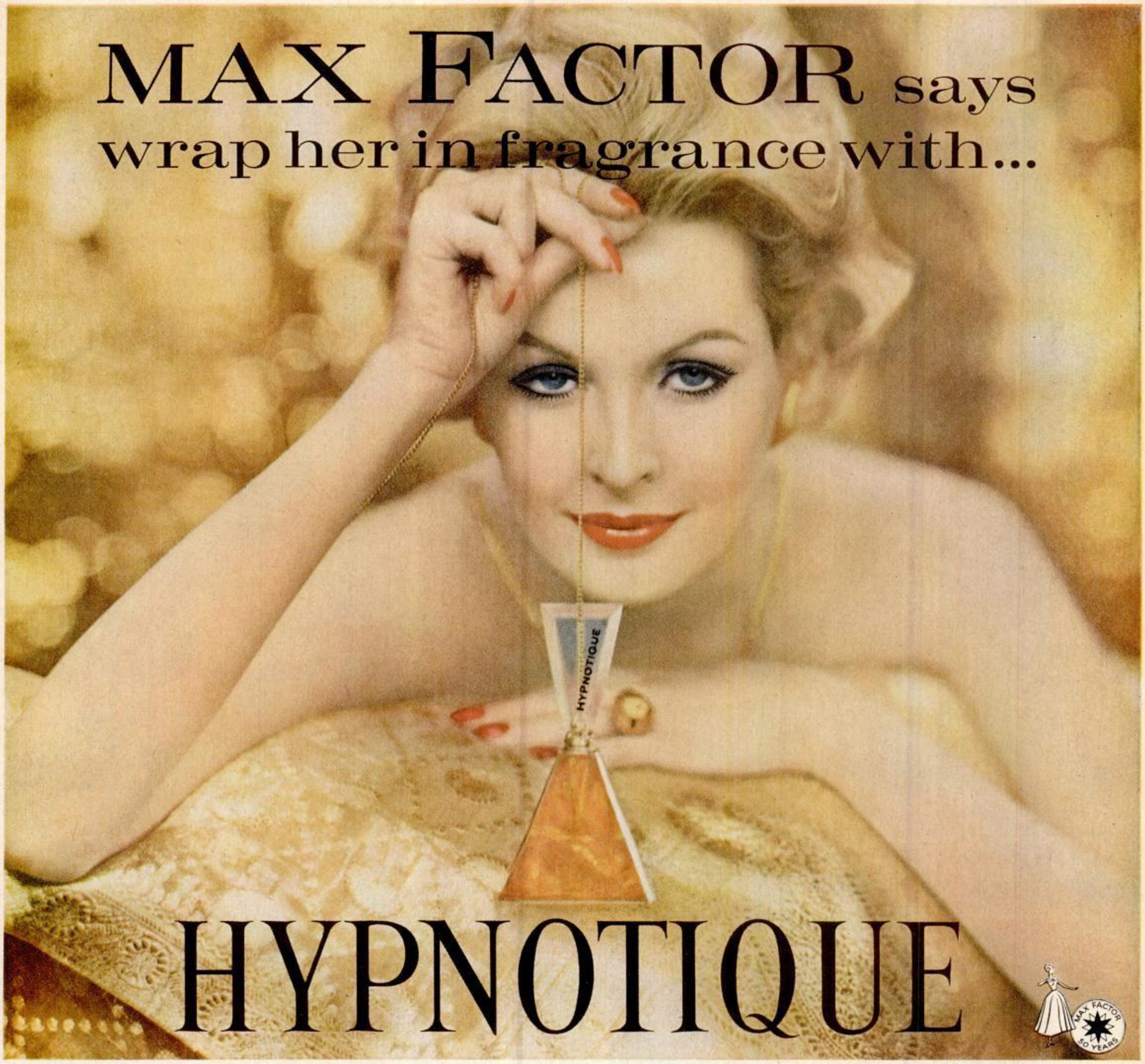


The watch with the 4-diamond dial. 23 jewels. Self-winding. Waterproof*. Shock-resistant. 6 precision adjustments. Sweep second hand. Beau Brummell. Also in yellow. $125.

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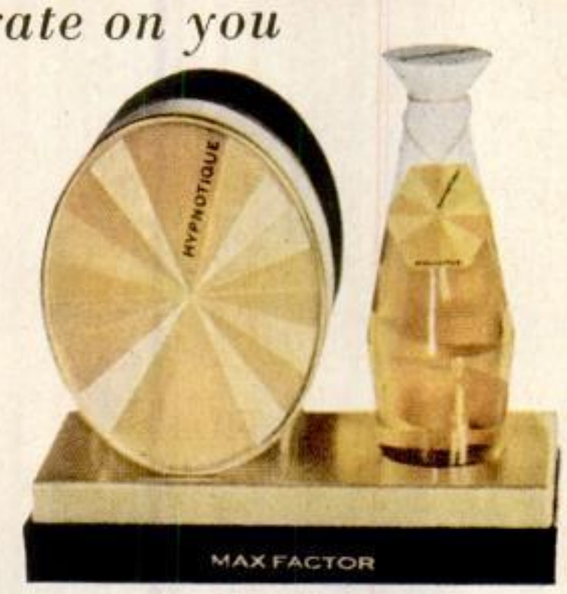
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The very essence of a woman's power to enchant ...captured in HYPNOTIQUE parfum cologne and delicate dusting powder. The set, $5.50. *Exciting gifts in Hypnotique fragrance from* $1.75 *to* $25.00. ALL PRICES PLUS TAX

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SMOKING BLAST 1,150 FEET HIGH, SHOT FROM FIVE EIGHTHS OF A MILE AWAY, SENT HUGE SMOKE CLOUD ACROSS THE SUN. BLAST LASTED FOR SEVERAL HOURS

FIERY FURY IN THE SKY

A photographer in Hawaii gets extraordinary shots of a volcano in action

The eruption of Kilauea Iki on Hawaii was the biggest sight in all the islands. Tourists by the planeload came from Honolulu to fly at a safe height overhead, watch molten rock spouting from the volcano and gasp at fiery clouds blazing across the sky. But nobody had as good a view as Photographer Jerry Chong who, from nearby ridges, got the most spectacular color pictures ever taken of a volcano's fury.

It was a very convenient cataclysm for Chong. Instead of erupting at the peak, which is usual, the pent-up steam and lava burst through at a spot halfway up the slope. Chong could actually look down at the fissure to get the picture above. From a nearer spot, he got the extraordinary eye-level shot of the belching fountain of fire on the next pages.

Kilauea Iki is one of several volcanos on Hawaii, the biggest and southernmost island in the chain. The first of the eruptions came when a dozen fissures opened up, sending rivers of lava down to form a 35-acre lake on the desolate valley floor. The burst Chong saw roared 1,250 feet into the air but the display was far more dazzling than dangerous. The only damage he noted was to the plastic covering he uses to protect his equipment. It was so hot up close that the cover just melted away.

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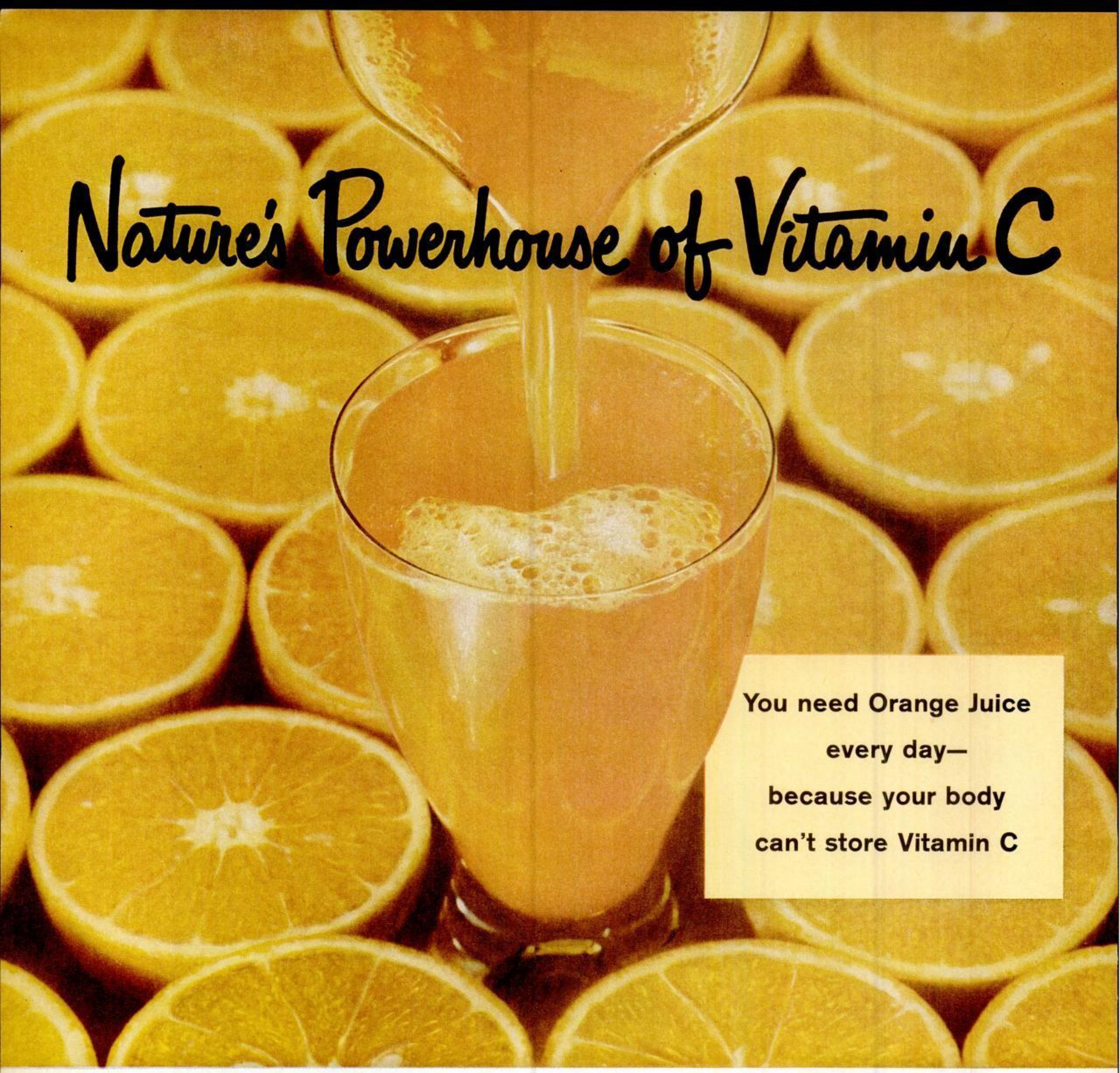
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MOLTEN COLUMN spews lava and chunks of rock 1,250 feet into the air. This explosion, photographed from a distance of 200 feet, took place one week after the start of the explosions and was the last of the big bursts. The eruption lasted for several seconds, then subsided, and eight hours later all the eruptions had stopped. The picture, which was shot on a cliff that rims the crater, shows brush and grass burned out from intense heat.

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Wonderful sweet flavor—unbelievable low cost. How *marvelous* that fresh-frozen orange juice tastes so delicious and costs so little—because we should drink it every day! The reason? It provides essential Vitamin C that we use up every 24 hours. Growing children, teen-agers, and extra-busy people use it up even faster!

Nature alone knows the combination of this essential vitamin and other important elements. It helps keep the sparkle in your eyes—helps clear your skin—helps build good teeth and bones. Keep a big pitcherful of fresh-frozen orange juice always ready . . . serve it at breakfast, and pass it around other times, too. It's *so* refreshing and a great energy pickup after hard work or hard play.

© FLORIDA CITRUS COMMISSION, LAKELAND, FLORIDA, 1959

Fresh-Frozen ORANGE JUICE from Florida

GET THE REAL THING!
No synthetic substitute gives you *natural* Vitamin C and the other health benefits of pure orange juice.

Convenient! Easy to prepare! And economical—one little can makes four big glassfuls.



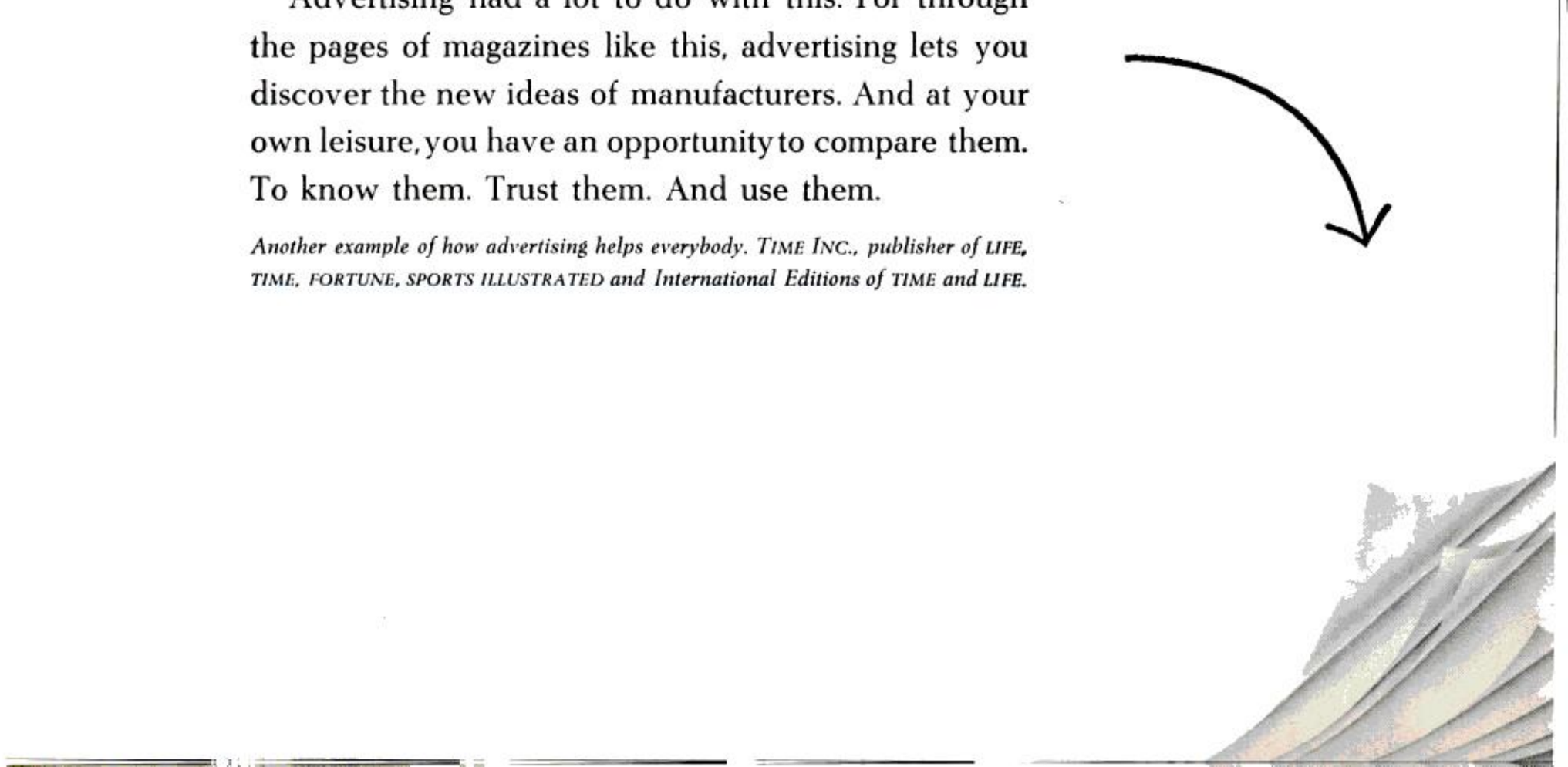
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Ten years ago, one out of every four products advertised in this issue of LIFE was little more than an idea —or a project in experimental laboratories.

Today, they are products you know by name—and often use by choice.

Advertising had a lot to do with this. For through the pages of magazines like this, advertising lets you discover the new ideas of manufacturers. And at your own leisure, you have an opportunity to compare them. To know them. Trust them. And use them.

Another example of how advertising helps everybody. TIME INC., *publisher of* LIFE, TIME, FORTUNE, SPORTS ILLUSTRATED *and International Editions of* TIME *and* LIFE.



SOME OF THOSE WHO SURVIVED A DREADFUL DRAMA



THE PRIEST, Abbé Botto, heard roaring water, stumbled in dark to church to comfort survivors.



THE SERGEANT, Roger Robert, was away on duty when dam waters drowned his four young children.



THE FARMER, Antoine Novera, spent night praying with family on roof of shuddering farmhouse.

VALLEY IS WASHED IN HORROR WHEN A DAM GIVES WAY

by **DAVID SNELL and GABRIELLE SMITH,** LIFE *Correspondents*

FREJUS, FRANCE

IN Fréjus and on up the valley the night of Dec. 2 was a rare evening. The cold dry wind of the "mistral" had stopped and a thin slice of new moon hung cleanly in the west. The stars had never seemed sharper. As Abbé Botto, vicar of Fréjus' Cathedral was to describe it later, "There were stars, but the night was black."

A few hundred yards from the Cathedral, near the ruins of a Roman arena that is Fréjus' principal tourist attraction, François Picard, a mechanic, sat down to supper with his wife and his two small sons, Michel and Marc.

In the French army training camp a few miles outside town, Sgt. Roger Robert, 31, learned he would be on duty that night and thus could not go home to his wife Emilie and four children in Fréjus. He did have two hours off late in the day, long enough for a brief visit, and he brought some groceries. Then, reassured that everything was all right, he said goodby to Emilie, Christophe, 5, Dominique, 3, Jean-Philippe, 2, and Jean-François, one, and headed back to camp.

In a tenant farmhouse just outside town, Farmer Antoine Novera, 51, and his wife had completed chores and supper. Like all French peasants who live by the sun rather than by clocks, they were retiring early. They put their 3-year-old son and 12-year-old daughter to bed and began to undress.

On Fréjus' principal street, Avenue de Verdun, Shoemaker Raphaël Potenza closed his shop, climbed to his comfortable second-floor apartment for supper with his wife, Denise, and her parents, Jean and Argéle Maitini.

It was barmaid Louise Colson's night off. Separated from her husband, she lived alone in a rented room in Fréjus. Nearly every night off she went to her parents' farm two miles up toward the high Malpasset Dam at the head of the valley to see her four children, who were staying there. This night, for some reason, she decided to take a bus to the nearby town of St. Raphaël to see a movie.

In another Fréjus home, a railroad worker named Sauveur Gil, his wife Suzanne, and her 83-year-old mother had an early supper and went to bed. A neighbor, housewife Marcelle Boeuf, sat down to eat with her husband, her daughter and two grandchildren, Georges, 6, and 5-year-old Gilbert.

Antoine Bongiorno, 37, was tired after a hard day's work as a mason. In their apartment—on the ground floor of a lodging house—Antoine and his wife Yolande got their four children to bed early and soon followed the youngsters to sleep themselves.

Other townspeople gathered in cafes, went to movies, settled down to watch television. Up the valley, lights shone in scattered villas and farmhouses. A road gang of some 30 men was camped a few hundred yards below the dam near a highway construction site. After supper the men stayed on in the warm mess shack, chatted, played cards, read magazines.

At the dam Watchman André Ferraud was

CONTINUED



The ill-fated Malpasset Dam was proudly described by its builders as "the thinnest dam in the world." An American engineer called it "a beautiful, shapely lady—very daring, very delicate." Overlay on photo,

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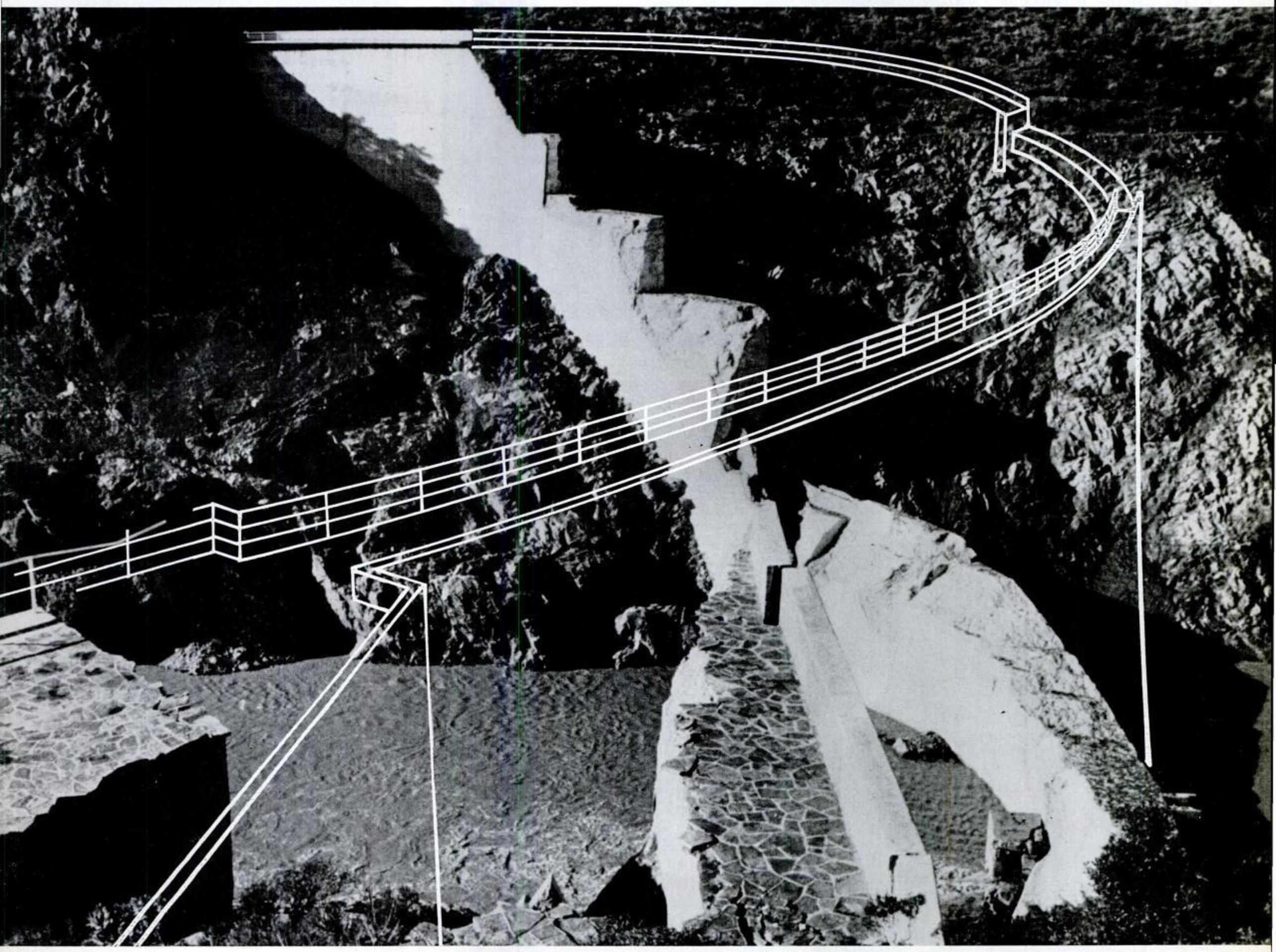
THE BARMAID, Louise Colson, returned from a movie, found her four children and her parents dead.



THE MASON, Antoine Bongiorno, hustled sleepy family to safety as water swept into their apartment.



THE DAM TENDER, André Ferraud, scrambled to high ground with wife as dam broke behind them.



WRECKAGE OF A 'DARING BUT DELICATE' DAM IN FRANCE

taken after disaster, helps clarify accounts of its downfall. Arch design, as opposed to bulky gravity type, theoretically saves concrete without sacrificing safety. Malpasset, completed in 1954, was 197 feet high, five feet thick at top. The lake level (*right*) was near rim when dam broke. Far edge of dam, anchored in solid rock, held. The concrete abutment near camera gave way. The rectangular edges of the shattered dam sections indicate conformation to original concrete joints. Dam's caretaker swore it broke in dead center. It had been inspected, pronounced "normal," three days before disaster.

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ANXIOUS AFTERMATH to a horrible night reflects in face of rescuer bearing a small boy, alive.



WEIRD LANDSCAPE stretches along railroad line where uprooted tracks show the flood's violence.



SHORN-OFF STEPS are extended by a ladder as a rescuer carries a child from flood-battered building.

THE DAM CONTINUED

worried. During the week steady rains had melted much snow from the peaks, swelled the Reyran River. On the dam marker, water had risen to a higher level than ever before recorded, close to the thin rim of the graceful concrete barrier.

Ferraud lived with his wife in a cottage just below the dam abutment. Shortly before 6 p.m. he decided to reduce the pressure and opened the great sluice gate, dumping 16,000 gallons of water per second. Ferraud noted with relief that the water level receded slightly.

At 9 p.m. he heard a sound to freeze the blood: sharp cracking noises. He screamed to his wife, "Let's get out of here! The dam is breaking!" Desperately they scrambled toward higher ground. Behind them the graceful dam writhed in awesome slow motion and folded into the gorge. A wall of water toppled into the black night.

The highway work camp vanished before its occupants had time to form a notion of what was happening. No man among them survived to tell the tale. The water advanced at a speed of 50 mph at heights of over 100 feet in those places where hills narrowed its path. It was now a churning horror bearing off thousands of tons of earth, trees, boulders, parts of villas and farmhouses, automobiles and human beings. Among the dead hurtling toward the town were Louise Colson's parents and her children.

In Fréjus people went their quiet ways with no knowledge of what impended. There was no warning system against such a catastrophe —although the possibility of a dam break had often been discussed. Shoemaker Potenza and his family sat before their television set, chuckling at Zavatta, a famous European clown, who was doing a burlesque of an acrobat. With much foolish build-up, Zavatta prepared to make a flying comic leap. He was in mid-air when the television screen went black. "Zut!" said Mme. Potenza, in exasperation. "Wouldn't you just know the power would fail right at this instant?"

Potenza stepped out onto the balcony to see if all the town lights were out. Neighbors' houses and street lamps were dark. Then he heard the noise, like the rumble of a thousand cannon. From the darkness he saw the white ghost of onrushing water. Calmly he turned into the room, said gently to his wife, "It's the end of the world."

●

Half a mile above Fréjus, the valley of the River Reyran spreads into a terrain of low rounded hills and flatlands, of farms and vineyards. The town's eastern part rests on high ground, its western part extends onto the flat. Hurtling southward, the water mass crashed into the valley. Though it diminished in height to about 15 feet, its broadened front swept along at stupendous speed, pushed by the great

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onrush of an entire lake emptying at an altitude several hundred feet higher than the town. One hillside farmer who looked down on the wave saw the lights of a fleeing car racing at full speed ahead of it. In a matter of seconds the car was engulfed.

The avalanche of water spared the higher town. But it smashed houses and streets in the lower areas, engulfing the old Roman arena.

Shoemaker Potenza felt a crash as the first wave hit his house. There were more collisions as trucks, automobiles and other water-borne objects slammed against the walls. Waves crashed through the second-story windows and swept the Potenza family against the wall. Miraculously the house did not cave in. Potenza guided his wife and her parents to a kitchen window, helped them precariously up a shutter to the roof. On top of the house they embraced and told each other goodby.

Across the street Alain Roucol, his wife and three sons were asleep. They had no warning until their house violently shuddered, its rear wall knocked away. A wave sucked out son Alain Jr., 12, to quick death. The rest of the family, in front of the house, was spared.

●

A few hundred yards away, Sergeant Robert's wife heard the approaching flood, instinctively snatched her sleeping children from their beds and thrust them under her own bed. Then she tried to shield them with her body as tons of water exploded into the room, flinging her to the ceiling where her arm hooked around a light fixture. Trapped under their mother's bed, the children all perished.

Through all this, the Bongiorno family didn't hear a thing until their landlord pounded on the door. "Get upstairs," he shouted, "we're flooded out." The landlord tried to hold the outer door against the rush of water until they got away. Somehow the family made it upstairs where the water soon was up to their waists. Mme. Bongiorno heard the furniture being thunderously battered downstairs. She remembered her new sewing machine—bought two months before, it had not yet been paid for. After a while the water began to go down.

The Picard family had finished supper in their ground-floor apartment when the runaway river hit. As water engulfed the room he desperately pushed his wife and his two sons on top of tables and chairs. Water rose to within four inches of the ceiling. His loved ones, one by one, were pulled under. In the end only he remained, trying to stay afloat with his nose pressed to the ceiling.

In their tenant farmhouse the Novera family heard the swelling rumble. Seconds later the water hit, rising to the second floor where they huddled in their night clothes. They scrambled to the roof. "We saw water, water going by and the house was shaking," Antoine Novera said later. "It was formidable." They clung together, prayed and waited.



SHORN-OFF HOUSE is scaled from outside by relief workers in a desperate search for survivors.

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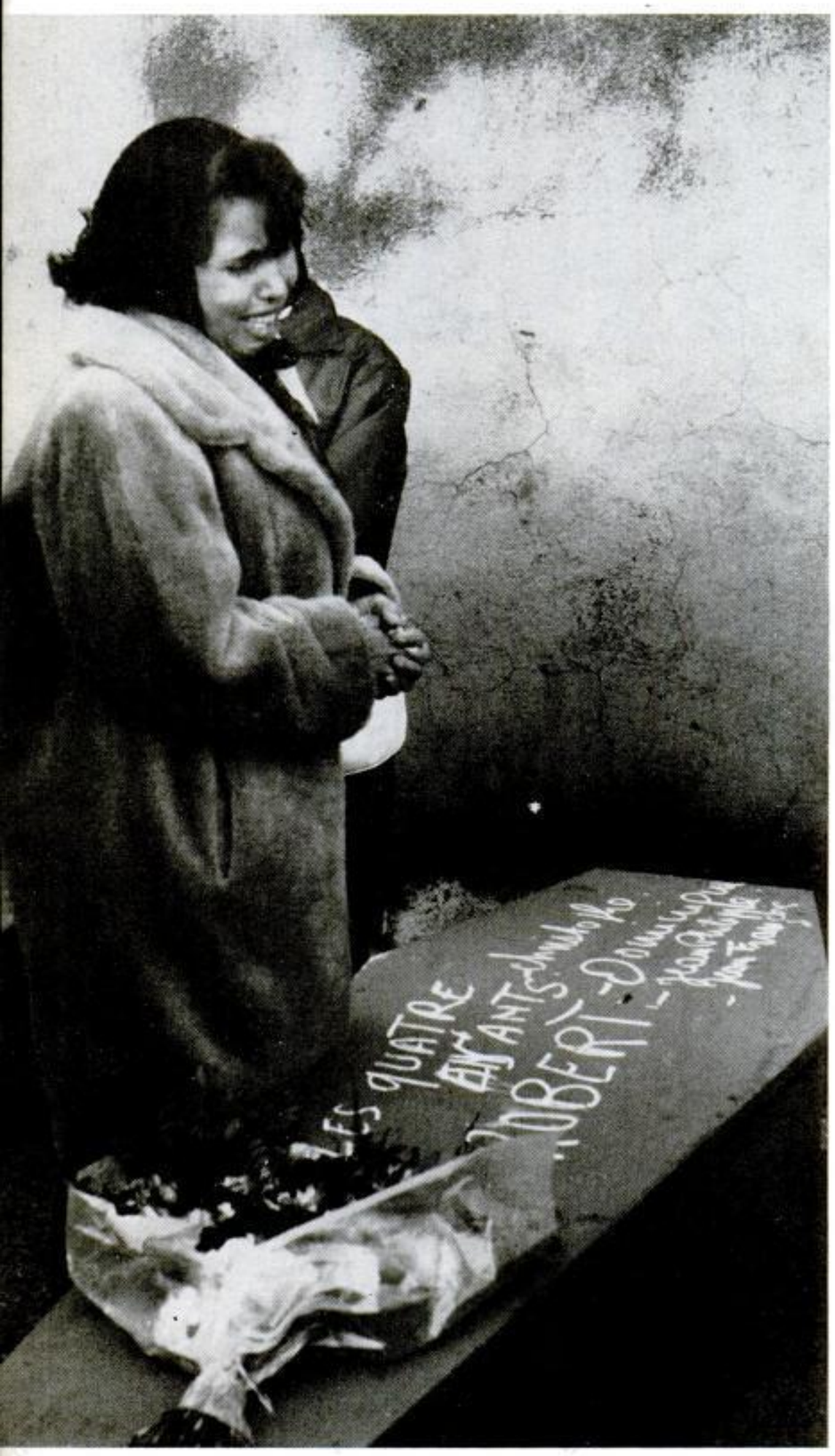
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DROWNED VICTIM of the disaster hangs head down between the ties of a railroad track where the twisting torrents of water finally brought his body to rest.



YOUNG SURVIVOR, a toddler who was picked up by a rescue team, gets dry clothes and care from voluntary workers at a temporary aid center in Fréjus.



MOURNING HER CHILDREN, Madame Robert weeps beside coffin which holds bodies of her four.

THE DAM CONTINUED

Railroad worker Sauveur Gil was awakened by the noise. "I screamed at my wife, 'The dam has broken!'" he recalls. "The flood hit, and I struggled up with water at the level of my chest. My wife waded to get her mother, and we sought refuge on the big bed. We were resigned to dying." Miraculously the bed floated, with the three trying to hold on. They rose to the ceiling. There was barely room to keep their noses above water. Then Gil noticed that the water was receding. He thanked God. Finally he and his wife and the old woman were on the floor.

In its rush to the sea the flood thundered broadside against the roadbed of the main coastal highway, curling it away in slabs. Beyond the highway it scraped away the rails, crossties and bed of the coastal railroad. A four-car interurban train traveling from Marseilles to Nice almost got through before the water came. It was derailed at the edge of the deluge. But passengers managed to scramble to safety.

The Cathedral of St. Etienne in Fréjus is on the town's highest ground. Abbé Botto was in the adjoining parish house when the flood hit. "I was reading and half-listening to music on the radio when the lights went out," he said later. "There was a sound like a locomotive." No one had to tell him what had happened. Like most townspeople who heard the noise, he knew. He groped his way in the dark to the Cathedral to await whatever he might be called upon to do. Presently people began to arrive. Some hauled in bodies. There were babies among the dead. "We took the babies in our arms," he related. "We rubbed them to warm them, but they were dead."

It was agreed that all the dead should be taken to the hospital. By what seemed a strange quirk, there were few injured at the hospital, not more than a dozen or so. Most people who survived contact with the water had emerged almost unscathed.

Rescue work began to get organized. Volunteers climbed through a nightmarish disarray of upended cars, fallen trees, parts of houses, to bring in victims who still lived. It was slow work in the dark, but a few victims had flashlights. Others dug out old shotguns, firing off blasts to attract attention. Some, like Mechanic Picard, had lost all their loved ones.

Word was sent to army Sergeant Robert that his wife was alive but his four children dead. Other families like the Potenzas, Noveras, and Gils had been in the full path of the deluge and miraculously survived. On the hillside above the shambles of the dam a helicopter spotted the dam watchman, André Ferraud, and his wife shivering in the cold dawn.

From all over France help for stricken Fréjus began pouring in. Units of the U.S. Sixth Fleet stood offshore ready to do what they could.

In the little square beside the *école communale* the town tried to take stock of its dead and missing. The school became an assembly-line morgue where bodies were crudely embalmed, dusted with lime and put into hastily built pine coffins. Relatives and friends undertook the ordeal of identification. Red Cross and police kept track. Most of the identified dead were carted off to mass funerals. But some could not be moved. One coffin bore the notice, "Little girl in red dress." At the end of the week the casualty list stood at 261 dead and more than 100 missing.

France and Fréjus would long remember the night of Dec. 2. There would be exhaustive inquiries into the collapse of the graceful concrete dam—possibly implications of scandal in its design or construction. For those who experienced the great deluge there would always be only the water wall that came ghost-white through the dark, bringing, as Shoemaker Potenza's wife Denise lived to describe it, "that fresh, fresh smell, like mud, like death."

SEARCHING FOR HIS OWN, A MAN GENTLY KNEELS TO LOOK AT THE FACE OF A DEAD CHILD, ONE OF MANY LAID OUT AT HOSPITAL →

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FIREWORKS AHEAD ON TV RATING

The period of the first big shock is over. Television has faced up to its rigged quizzes, its payola epidemic and it has recognized them as symptoms of deeper diseases: a softening of moral fiber and creeping mediocrity. The whole TV industry is taking stock of itself. The heads of the three big networks recently met together in a "worry session." And while television is nervously trying to discover its conscience, the Federal Communications Commission is trying to discover its backbone. This week in Washington the FCC has opened a series of hearings to discuss programming and commercial practices. This discussion is bound to bump into one of the hottest issues of all, the rating systems. Many friends of TV say that ratings are the real source of trouble, that they have been made into false gods leading the industry to iniquitous ways.

The rating systems are designed to tell TV advertisers how many sets are turned on at a given time, and to what shows they are tuned. To their defenders, rating systems are no more than a measuring device, like a barometer. It is pointless, they argue, to blame bad weather on a barometer. To their detractors, most rating systems are not really broad enough to serve a useful purpose. They cannot measure a TV viewer's quality of enjoyment or his degree of attention. But, to some sponsors, ad agencies and networks, they have become the be-all and end-all of television, like some mystical, electronic system of tea-leaf reading.

Ratings are made by three major companies: Nielsen, Trendex and American Research Bureau (ARB). Each company works in a different manner. Nielsen makes nationwide ratings with a sample of only 1,050



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SYSTEMS PROGRAMMING, WHICH DEPENDS TOO SLAVISHLY ON SURVEYS AND SAMPLINGS, IS BEING PROBED

sets in the 45 million homes that have television. It feels that it can make accurate deductions because "it is like withdrawing one pint from a tank car full of milk. Analyze the pint and you know the content of the whole car." Nielsen gets its specific information from a roll of microfilm inserted in a gadget attached to each TV set. It records when the set is turned on and what channel is on the screen. The set owner takes out the film and mails it to the Nielsen people every two weeks.

ARB's Arbitron samples 530 homes in seven cities and uses an electronic device that transmits its findings to a central UNIVAC computer every 90 seconds. ARB also uses a national "diary" system in which 1,600 additional viewers write down what shows they have seen. They mail their diaries to a central office. Trendex is the rating service that uses the telephone. During each half-hour evening show it periodically makes 1,000 calls to numbers selected at random in 25 cities. The inquiries are: who is looking at what and who is the sponsor.

These three systems frequently disagree about the exact rating of a single show. But they do agree on the general status of some programs and do give the advertiser some essential information. This is not enough, however, to justify the use to which they are put. TV is not supposed to be just an advertising medium. It should, by law, be conducted "in the public interest" and its programming, in part at least, must not be affected by commercial considerations. A too slavish reliance on ratings has produced a flood of mediocre shows and monotonous programs that have little to do with the public interest, as illustrated on the following pages.



← MEN INTO SPACE

← PRICE IS RIGHT

← AWARD THEATER

← OZZIE & HARRIET

← MILLION DOLLAR MOVIE

← CODE THREE

← PLAY OF THE WEEK

RATING DEVICE called Arbitron uses scoreboard to show how many sets in a controlled sampling are tuned in to all seven of New York TV channels. The board is electronically linked to 251 sets. A light flashes on each time a set tunes in to a station. This picture indicates that Channel 4 with a routine giveaway program is being seen on most sets. Fine drama on Channel 13 appears to be unappreciated.

CONTINUED 33

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VIEWERS' FARE FOR PRIME HOURS

The effect the indiscriminate use of the ratings has had on most television programming is shown here. During most of TV's prime audience-pulling hours from 7 to 10 p.m. on Thursday, Dec. 3, LIFE placed three TV sets side by side, each tuned to one of the three major TV network stations in New York. Then it photographed what about 75 million Americans across the country saw at home.

The prized period included four westerns peppered with gunplay and six comedy shows riddled with canned laughs. By a late switch of plans, a *Warning* drama and a news show were dropped and the *Tugboat Annie* serial shifted to make room for President Eisenhower's address to the nation before his foreign tour. The rest of the evening was undistinguished without a single half hour of substantial drama or of inventive comedy.

The shows had their customary national audiences by the reckonings of the rating services. The Arbitron and Trendex ratings, given in these captions, indicate the percentages of the TV sets sampled that are tuned to each of the shows pictured. Despite occasional sharp differences, the two systems always agreed on which show was first. Considering the time he spoke, the President's speech had a high rating.



7:00 John Daly, on ABC, and Ron Cochran, on CBS, read the day's news to their viewers. On NBC, Critic Leon Pearson names the



7:15 President's 15-minute speech is carried on all networks. When the White House let networks know Chief Executive wished to speak, shows scheduled were canceled. Revenue loss was borne by local stations. Arbitron starts multicity ratings: ABC 7.2; CBS 16.6; NBC 7.8.



7:30 Evening comedy started on ABC with *Gale Storm Show*. *To Tell the Truth* on CBS required panel to spot a hero. On NBC's *Law of*



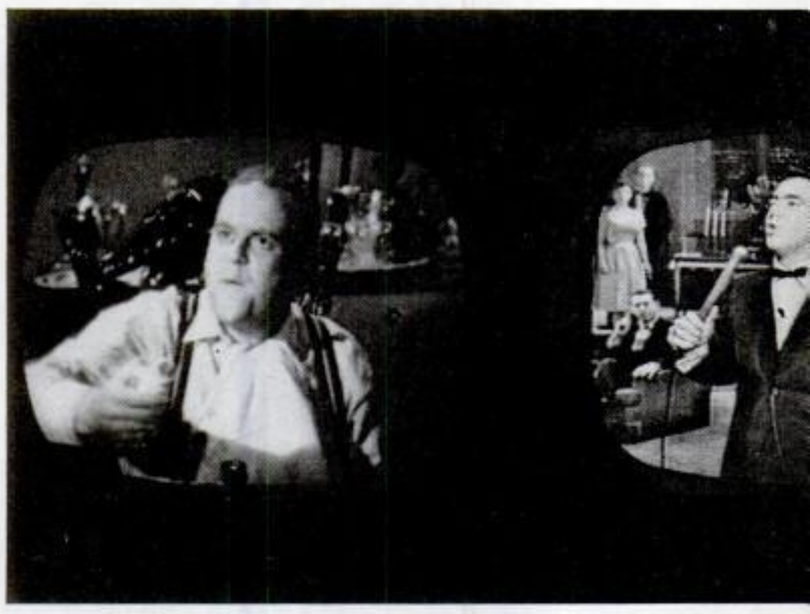
8:00 Second successive comedy on ABC is *Donna Reed Show*. On CBS's *Betty Hutton Show*, the high-spirited heroine is trussed up at home. NBC has its second successive western, *Bat Masterson*. Ratings: ABC Arb. 12.7, Tr. 16.1; CBS Arb. 15.0, Tr. 8.8; NBC Arb. 19.3, Tr. 20.4.



8:30 ABC puts on third comedy in a row, *The Real McCoys*. In *Johnny Ringo* on CBS the show's cowboy hero (*left*) winces. In NBC's



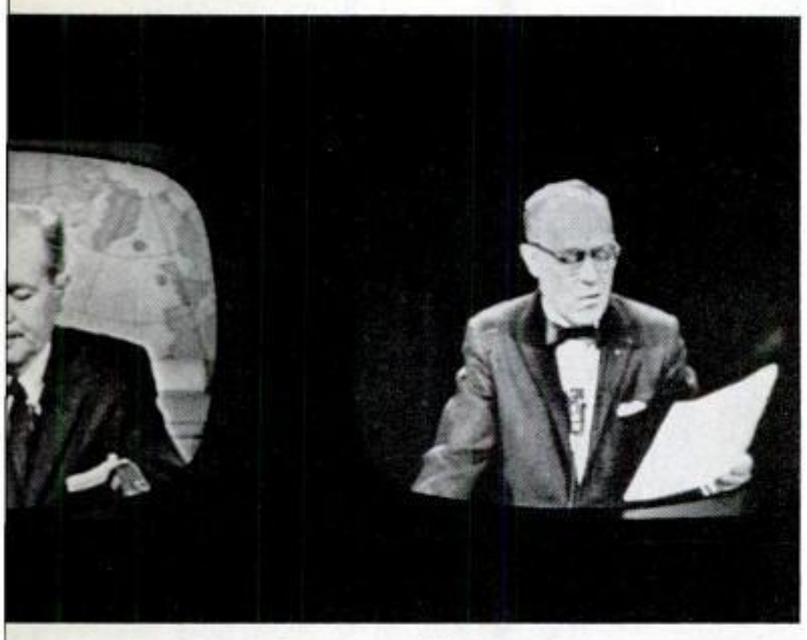
9:00 Pat Boone show breaks ABC pattern as he sings *Little Girl*. CBS puts on its second western, the *Zane Grey Theater*. On NBC John Forsythe (*left*) and a friend talk about women in *Bachelor Father*. Ratings: ABC Arb. 12.7, Tr. 14.5; CBS Arb. 22.5, Tr. 21.3; NBC Arb. 16.5, Tr. 18.3.



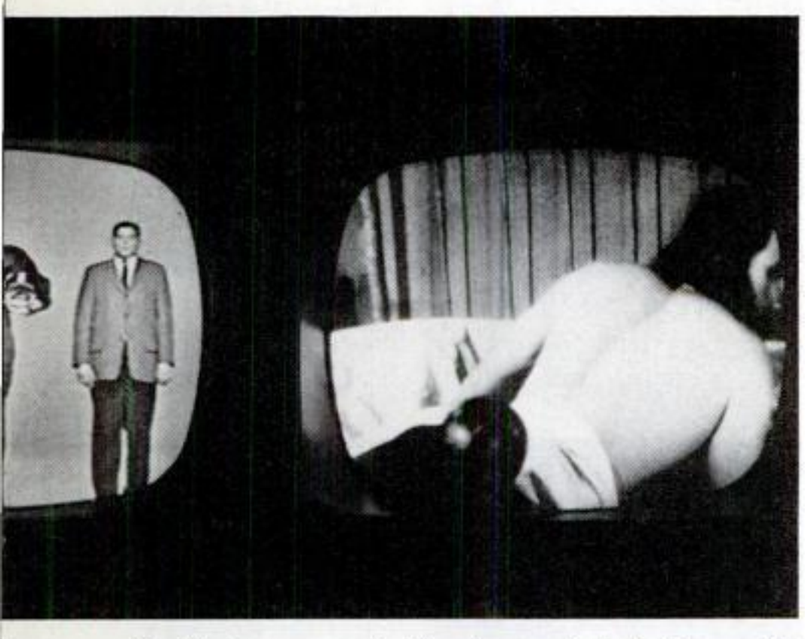
9:30 On ABC Nick Georgiade plays the murder suspect in the thriller *The Untouchables*. On *The Big Party* on CBS Bobby Darin sings

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THE TRICKY PITFALLS IN TRYING TO FIND OUT WHO LIKES WHAT



Broadway theater productions opened so far this season. Arbitron's instantaneous ratings for New York local programs: ABC 1.4; CBS 13.3; NBC 4.6.



the Plainsman, an Indian is marshal. Ratings, with Trendex now participating: ABC Arb. 10.5, Tr. 6.9; CBS Arb. 21.2, Tr. 20.2; NBC Arb. 11.5, Tr. 12.5.



Johnny Staccato, a crime show, the hero argues with a Santa Claus. Ratings: ABC Arb. 20.6, Tr. 22.0; CBS Arb. 15.8, Tr. 13.8; NBC Arb. 13.7, Tr. 14.7.



That's All. On NBC Singer Ernie Ford pauses to deliver a sales pitch. Ratings: ABC Arb. 23.8, Tr. 21.3; CBS Arb. 21.0, Tr. 14.5; NBC Arb. 12.2, Tr. 17.1.

RATING systems are generally condemned on two counts: first, that they are too hit-and-miss to be scientifically sound; second, that they exert a pernicious influence on TV.

"Never has a huge industry," says TV Critic John Crosby, "been so hopelessly cowed by a set of cold, hopelessly unreliable, totally meaningless numbers." Arthur C. Nielsen, whose system is very well thought of by statisticians, takes offense at such charges by laymen who, he says, "having no knowledge of this highly technical subject, presume to pass judgment on the quality and size of the samples used by experts." But Crosby stoutly defends his layman's point of view: "No statistician has ever been able to explain to me why, if one Republican dentist from North Dakota is listening to Bob Hope, all other Republican dentists must be assumed to be listening to Hope, too."

Joining the chorus of rating beraters, David Susskind, who has a fine record for producing good television (*Oliver Twist*, page 36, is his production) says. "Ratings are a sick and silly measuring rod." Arthur Godfrey gleefully reports that one of his shows, dropped by a sponsor because a survey proved that it appealed to elderly people, was picked up by another sponsor whose survey proved that it appealed to young married couples.

Amid such jeers it is no wonder that rating-minded sponsors feel shaken. They are haunted, too, by some classic instances when the ratings, accurate as far as they went, made no sense at all to an advertiser.

For years *I Love Lucy* was at or near the top of all the rating lists. Yet its audiences developed such a mysterious indifference to the cigarets it advertised that the baffled sponsor bowed out. He felt he was wasting his money on a smash hit show although he might have sold even fewer cigarets without the show. The Groucho Marx quiz program also pulled in millions of viewers, but they viewed with apathy the sponsor's automobile. What good are ratings if they merely indicate that people are enjoying themselves?

•

SOME sponsors have deliberately ignored a highly rated show—and lived to regret it. Two years ago it was reported that *Captain Kangaroo*, an early morning kiddies' program, might be dropped because the advertisers felt that youngsters were not big enough spenders to justify their sponsorship. The mothers had a different idea. They wrote bales of letters to CBS, begging that the show be kept on for the simple, unbusinesslike reason that the kids loved it. The sponsors finally joined up after it penetrated their minds that the mothers, too, were watching *Kangaroo* and might be persuaded to buy a miracle detergent.

The evils of a misused rating system are sometimes insidious.

Voice of Firestone, which had a loyal radio and television audience for 31 years, was axed because it suffered from something called "no legacy of viewers." Nielsen and similar reliable sources showed that *Firestone* attracted a modest audience of people who liked music. When the program was over, however, only that modest audience remained as a "legacy" to view the next attraction on that channel. Accordingly NBC decided that *Firestone* ruined the whole evening for the network. Over the vehement protest of the sponsor, the program was taken off the air. *Firestone* was then picked up by ABC and received the same brush-off.

Because few admen or sponsors appear to trust their own judgment completely on what might make a good, new TV show, the ratings promote morbid imitation of current shows. If one quiz or giveaway or western show gets a high rating, the air soon bombinates with similar programs. One of the most pathetically illuminating disclosures in the recent investigation of the big quizzes hit precisely at this point. When a sponsor was informed that his show got a high rating when one of the contestants sported a beard, he howled at the producer, "Beards! Beards! Get me more beards!"

•

ONE free-wheeling observer of the rating mania was moved to suspect the whole business. He learned that the Nielsen people themselves said that some families, who have a Nielsen gadget called an Audimeter attached to their home TV sets, are not at all sure what it does. It looks like a box. It contains a film and coughs up two quarters every time the film has to be changed. But they still regard it vaguely as a gadget to improve TV.

Then the embattled critic slashes ahead: "It seems reasonable to assume that most people who have in their homes a box attached to the TV set, a box which periodically vomits quarters and which must be serviced with films from the A. C. Nielsen Company of Chicago, have a pretty fair notion of what that box does. If these people don't have a pretty fair notion of what that box does, Nielsen is sampling the viewing habits of some idiots.

"If the people do know what the box does, the question of subjectivity inevitably creeps into the Nielsen sample. The man who has a box becomes, in his own mind, a member of a big team. He and 1,049 other fellows determine the top shows. They can knock Jackie Gleason dead, make a star of Edd ("Kookie") Byrnes. When *they* tune in their sets it is no trivial thing but comparable to dialing the combination of the safe at Chase Manhattan.

"And the box man begins to think, 'Hmmm. I wonder what the other fellows are watching tonight? I'd better look at the top 10 ratings and find out. What the hell, I'm the whole Pacific Northwest. I'll bet they're watching *Snertnik*. I hate *Snertnik*, but it ranked No. 2 last time I looked. Maybe I'd better watch it because if I don't watch it I won't be typical. *Snertnik!* When I mail in the film he'll see I had it tuned in all right. I'm normal and well-adjusted.' "

But for all the gloomy views on boxes, sponsors and admen, TV has proved it is capable, as shown on the next page, in all-too-rare instances, of providing a fine range of education and entertainment.

CONTINUED 35

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BRIGHT EXAMPLES OF HOW GOOD NETWORKS CAN BE



COSTELLO'S HANDS provided eloquent testimony to his nervousness on live TV's brilliant coverage of 1951 Kefauver committee crime hearings.



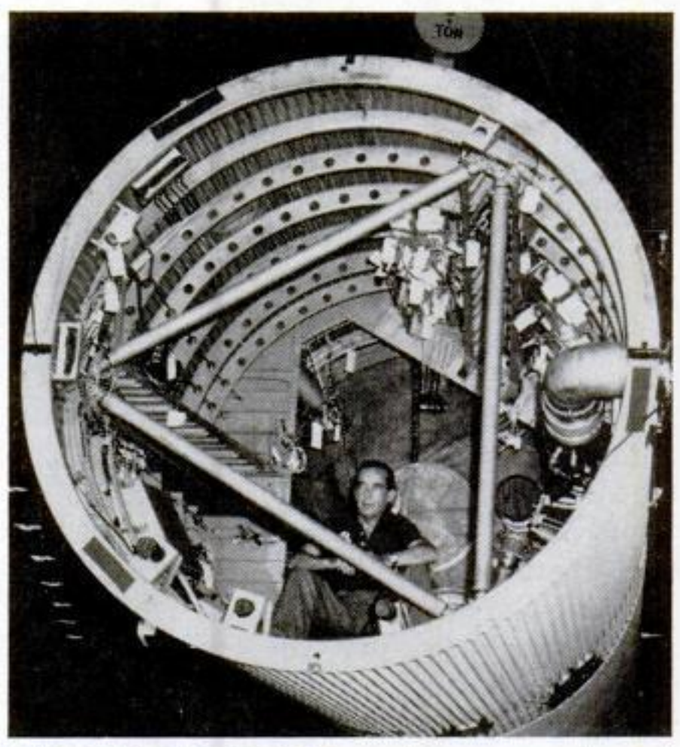
ASTAIRE DANCING on NBC with Barrie Chase in 1958 spectacular was acclaimed by so many viewers that it was repeated and then inspired a sequel.



BERNSTEIN ON "OMNIBUS" in 1954 gave first of his excellent TV lectures. Behind him on CBS show, instrumentalists stood on Beethoven score.



"SEE IT NOW," CBS's generally superb series, followed Danny Kaye to Africa where he entertained in a leper colony. Network has since dropped show.



MURROW REPORTING on the construction and test firing of a Juno II in *Biography of a Missile* is most recent of his top-grade CBS documentaries.



FINE ORIGINAL DRAMA, *Little Moon of Alban*, was written for TV in 1958 by James Costigan and beautifully acted by Julie Harris and Frank Conroy.



GREAT OPERA ON TV, *War and Peace* by Russian composer Sergei Prokofiev, was first heard in U.S. in NBC Opera Company production. Here soldier chorus marches to the defense of Moscow. Entire production cost the network $165,000.



RECENT DISPLAY OF EXCELLENCE on CBS, last week's *Oliver Twist*, had magnificent cast. Here Fagin (Eric Portman) and Bill Sykes (Tom Clancy) threaten young Oliver (Frederick Clark) as Nancy Sykes (Nancy Wickwire) watches.

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Here's flavor so lively—color so bright—it makes a hit with your holiday guests. Nothing shy about this blend of 8 luscious vegetable juices! V-8 is such a refreshing way to make tired old tastebuds happy—serve it often as an appetizer or snack.

Vital statistics on V-8 Vegetable Juices: fewer calories than fruit juice . . . important vitamins and minerals . . . choice of four convenient sizes, from the little 6-ounce individual size to the large 46-ounce size that every V-8 lovin' family needs.

outflavors any single juice!



V-8 is a trademark of Campbell Soup Company

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The Roses of Christmas

THE FESTIVE LOOK
THE FESTIVE FLAVOR
THE FESTIVE GIFT

Here's how you whip up America's most festive and flavorful eggnog.

The procedure: Beat separately yolks and whites of 6 eggs. Add ½ cup of sugar to yolks. Add ½ cup of sugar to whites after beating very stiff. Mix whites with yolks. Stir in 1 pint of cream and 1 pint of milk. Add a pint of Four Roses and 1 oz. Myers Jamaica Rum. Stir thoroughly. Serve cold with grated nutmeg.

The result: A bowlful (5 pints) of the fluffiest, grandest eggnog ever ladled ...thanks to the superb flavor you can get only with Four Roses.

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Festive gifts! Four Roses proudly presents the diamond of decanters—a diamond-point quart decanter at regular quart price. Decanter and famous Four Roses fifth and regular quart come regally gift-packaged in red damask motif featuring the famous eggnog bowl. Recipe inside.

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FOUR ROSES DISTILLERS COMPANY, N.Y.C. BLENDED WHISKEY · 86 PROOF · 60% GRAIN NEUTRAL SPIRITS.

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This is a
CHEF BOY-AR-DEE®
Pizza.



It comes complete in one box_including the cheese. Nothing else to buy. It's 15 minutes faster than other brands... bigger, too. One package makes one 13-inch or three 9-inch pizzas. It's also the most delicious.



You get all the fixings: flaky crust, tasty pizza sauce, lots of grated Italian-style cheese. (Most brands give too little or none at all.) All this for pennies a serving. Why buy anything else?

Enjoy CHEF BOY-AR-DEE Pizza.



Everywhere in U.S. and Canada.

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EDITORIAL

A TWELFTH MONTH LOOK AROUND

The year's end is a time when people normally tot up the accounts of the past, survey the realities of the present and take stock, as well as mortals can, of what may happen in the future.

We have three themes this week, starting with some forceful observations that were recently made by U.S. Budget Director Maurice Stans on the subject of what might well be called . . .

The cost of Christmas past

The federal debt and the budget-making process are steadily getting out of hand. As Stans put it, Uncle Sam has been "living on credit cards," budgeting "for one year at a time while we enact laws which mortgage our future income over many years, and sometimes for decades. We are taxing current earnings to pay for many benefits and services legislated in past years, while we go on legislating new benefits and services w thout considering how we will pay for them when they come due."

Fellow taxpayer, you think the national debt is $290 billion? So it is, but let Budgeteer Stans raise your hair with the rest of the bill owed by you and your children and their children's children: $30 billion coming due in military retirement pay, another $27.5 billion for retirement of other government employes, $300 billion in future pensions and compensation to veterans, $98 billion of C.O.D.s including the highway program, public works, public housing and merchant marine subsidies, all of which add to "the almost incredible total of $750 billion."

The big trouble, says Stans, is that people are deluded into thinking "that in some strange way when money comes from Washington it doesn't cost anybody anything." How much it *does* cost was brought home dramatically by President Eisenhower when he pointed out that the current $9 billion a year which goes in interest costs for the national debt is about the same as the entire expenses of government only 20 years ago. Stans cited the numerous bills in Congress which, if passed, would add $50 to $60 billion a year to our present $78.9 billion rate of spending. He predicted that the "selfish pressures seeking satisfaction from the nation's wealth" would, unless checked, soon have us footing a $90 or $100 billion budget. Which brings us to the biggest single present-day stench in the nostrils of the nation, to wit . . .

The ghost of surplus present

If it makes you shudder that the $9 billion interest charge on the public debt is as big as the whole cost of government in 1940, consider the additional fact that the farm program—although a proven failure—is taking $6.7 billion a year, or more than two thirds as much as 1940's total federal spending. And $476 million of that is going into paying for storage alone of the millions upon millions of bushels of unwanted crops.

LIFE has been filling you in on this mess for years. Our current series includes the views of farm leaders, as well as would-be presidential candidates, on what could and should be done about it (*see pp. 110, 111*). Surely the scandal has got to stop. When a plan fails, no wise man continues to pour good money after bad. He takes his losses and devises a means to wipe out the failure. Nobody agrees precisely on what ought to be done about the farm problem. But everybody agrees the present program is a failure. Therefore it should be, and must be, stopped.

A failure as big as this can't be stopped instantly—any more than a runaway locomotive—without disaster. But the brakes must be applied *now*, lest the final disaster be even worse. A first step might be to put a ceiling on the total amount the Treasury can spend on farm subsidies in any one year; after all, there is such a ceiling on the national debt. As it stands, the $6.7 billion farm program is taking more than one fourth of all our nondefense tax dollars. (Farmers, incidentally, are only 12% of our population.)

Farmers themselves—being sensible and honorable men—are just as fed up with the mess as everybody else, and they are showing many signs of revolt against it. In fact, the worst thing that can be said about the farm program is that the farmers themselves are not even benefitting from it. Despite the squandering of tax funds, their income has been steadily dropping.

Vice President Nixon says the farm mess is probably the No. 1 domestic issue of 1960. If so, the long-suffering taxpayers ought to judge each candidate on that issue. We offer one dependable yardstick to separate a statesman from a windbag. That is whether his proposed solution will progressively *cut* the amoun spent on farm subsidies. If not, you can mark him down as a faker. We'll be watching the candidates, too.

But now let's leave our past mistakes and present horrors for a look at one problem of the future . . .

The truth about Santa

What's happening to NATO? Is it obsolete? Disintegrating? Is De Gaulle pulling out? Should we? The annual review to be held in Paris will raise a lot of disturbing questions like these. The commanding general of the Central European Forces, Jean-Etienne Valluy, says certain countries are evading their promised contributions and are guilty of "moral disengagement." Belgian and Dutch troops are "not usable for the moment. The French forces are in Algeria," only the U.S. and Canada, it seems, are doing their approximate share to defend Western Europe against a possible Soviet assault.

Our European allies have excuses and countercomplaints, such as our failure to consult in advance on major moves, e.g., Khrushchev's visit. They express concern about our getting set to "disengage" or reduce our share of the common defense.

The answer to that fear was provided by our outgoing Secretary of Defense, Neil M. McElroy: our NATO commitments will remain at the existing levels for at least the next 19 months. Such "disengaging" as has taken place is of European origin.

Let's stop this dangerous deterioration. The truth is that Western Europe's phenomenal economic recovery, which has now resulted in a booming common market, should enable it to take on much larger shares of the burden of providing its own defense—in men, money and materials. This is desirable, for Europe's own good and for NATO's, even though the U.S. is maintaining its contributions. For the sooner Europe does so, the sooner it will realize it can produce its own share to counter Soviet power. The best message President Eisenhower could take to the forthcoming NATO conference is the old one of Ben Franklin's, "God helps those who help themselves."

Well, what final message do we find in all these topics? Perhaps it is only that Santa Claus has no role in national and international affairs. Or, in a plain, old-fashioned piece of American common sense:

"There ain't no such thing as free lunch."

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PASSING THE COLOSSEUM, THE PRESIDENTIAL MOTORCADE DRAWS CHEERS FROM ONLOOKING ROMANS

IKE'S RAINY ROMAN HOLIDAY

President's trip has upbeat beginning in downpour

With high hopes undampened by whipping rain squalls, President Eisenhower arrived in Rome for the first stop of his 19-day goodwill tour through Europe, Asia and Africa. Riding in from the airport along the 2,270-year-old Appian Way, he found a warm Roman welcome in spite of foul weather. Umbrella-roofed crowds shouted "*Viva Eekeh*" (Italian pronunciation of Ike). There were even Communist posters adding their "We like Ike, too."

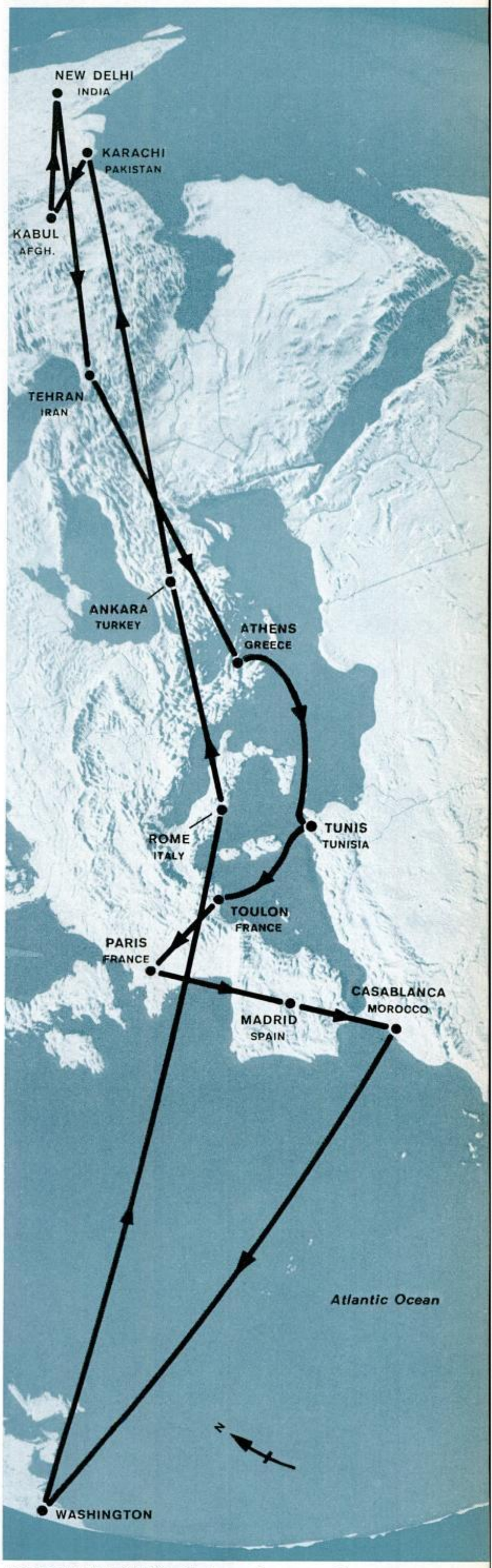
At the Quirinal Palace, Eisenhower and Italian President Gronchi were joined (*below*) by two of the backstops to his personal diplomacy —daughter-in-law Barbara, his hostess, and retiring Undersecretary of State Bob Murphy.

The journey, undertaken just before the last year of his presidency, was to be Eisenhower's own massive blow for world harmony. To President Gronchi he brought a simple message: "We want to live in peace and friendship in freedom." He would deliver the same message to the Pope, heads of 10 other nations (*right*), the Indian parliament and a Western Big Four meeting in Paris, Dec. 19. And it was a universal hope that the Eisenhower charm and sincere determination at close view could ready the free world for a constructive approach to next year's summit meeting with Khrushchev.



THROUGH CAR WINDOW Ike beams during his rainy trip from airport for three-day Italian stay.

IN PALACE, daughter-in-law Barbara meets President Gronchi. Behind Ike is aide Robert Murphy.



THE ROUTE is 22,370 miles long, the greatest distance abroad any U.S. President has ever traveled.

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POLICE FRISK GAMBLER COHEN AT THE STATION

COHEN, DOGS AND BLONDE

What killing? they ask

Big-time Gambler Mickey Cohen, a target for a lot of shootings and a lot of dames, has hitherto escaped fatal injury from either. Last week Cohen had the same old trouble. He claimed that he was eating linguini in a Los Angeles restaurant with his bulldog, Mickey Jr., as his only companion when a hoodlum barged up to an adjoining table and was shot dead.

The deceased, Jack Whelan, was a bookie and occasional TV actor (in *Restless Gun*). Mickey, booked as a suspect, actually had put the dog in the kitchen and was eating his linguini with several other friends, including a showgirl, Sandy Hagen (*right*), who has a pet of her own. Mickey had ducked under the table during the shooting and, when he came up, asked, "Look to see am I bleeding." The girl, picked up with her sister (*below*) for questioning, said the shooting "ruined my dinner." The police, who concluded from looking at his hands that Mickey hadn't fired a gun that evening, didn't know who had. Said Mickey: "I wasn't dressed for a shooting."





← **PROTESTING,** Claudine Hagen, in tight pants, the showgirl sister of Mickey's girl friend, said police had no warrant when they picked her up. They prudently handcuffed her when she called them names.

PET FANCIER, Sandy Hagen, 18, who said she dropped her fork during the shooting, is the latest in a line of Cohen girl friends. Other recent sweethearts were strippers Candy Barr and Beverly Hills.

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For the woman who wants to be loved !

A hundred fragrant voices that speak as one. Flowers…spices…strange enchantments from far and near…blended together…
whisper a message no man can fail to understand. 'Seven Winds'…*Perfume $18.50, $10.00, $3.50; Mist Supreme $5.00; Spray Mist $3.50; plus tax.*

Seven Winds by DUBARRY

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the finest expression of your very best wishes

With classic simplicity, this holiday decanter beautifully frames the gift welcomed around the world. Canada's great and cherished whisky, richly wrapped in blue with sash and seal, is more than a spirit, it is an international compliment to the taste of those who give it.



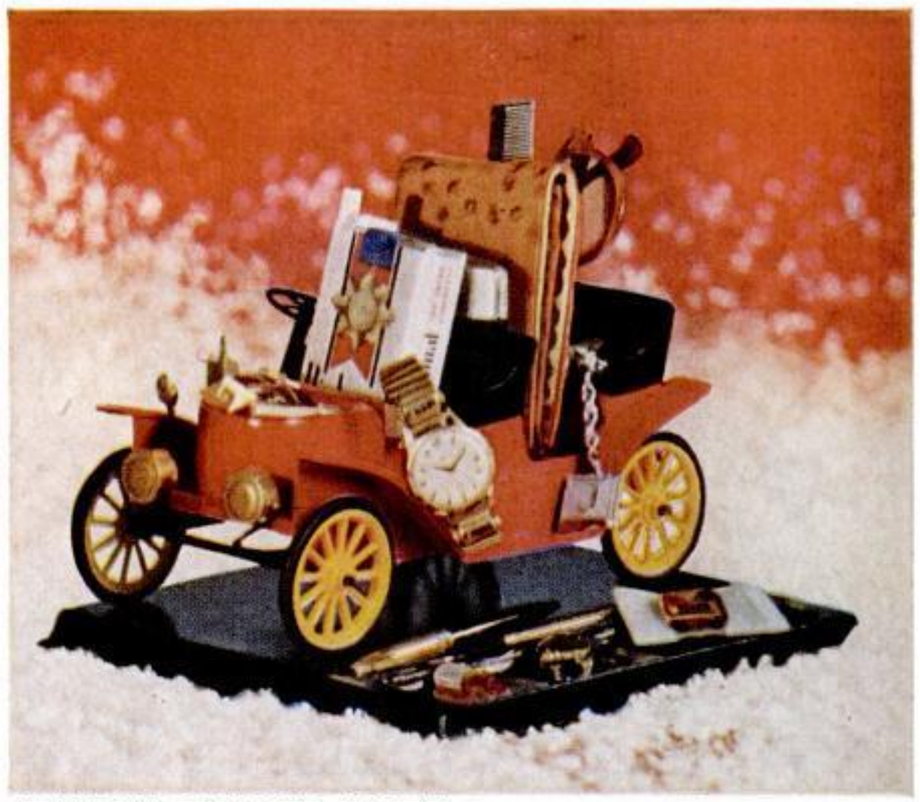
Regular bottle also available in same giftwrap as illustrated.
Known by the company it keeps.

Seagram's V.O.

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MEMBERS OF THE BAR — Imported hand painted decanters. Decorative and useful complements for any home. Six amusing subjects for the most popular beverages; Rye, Vodka, Wine, Bourbon, Scotch, Brandy. Made to stand lots of use with fine cork stoppers. A really unique gift to make any man glad. **$3.95,** each.

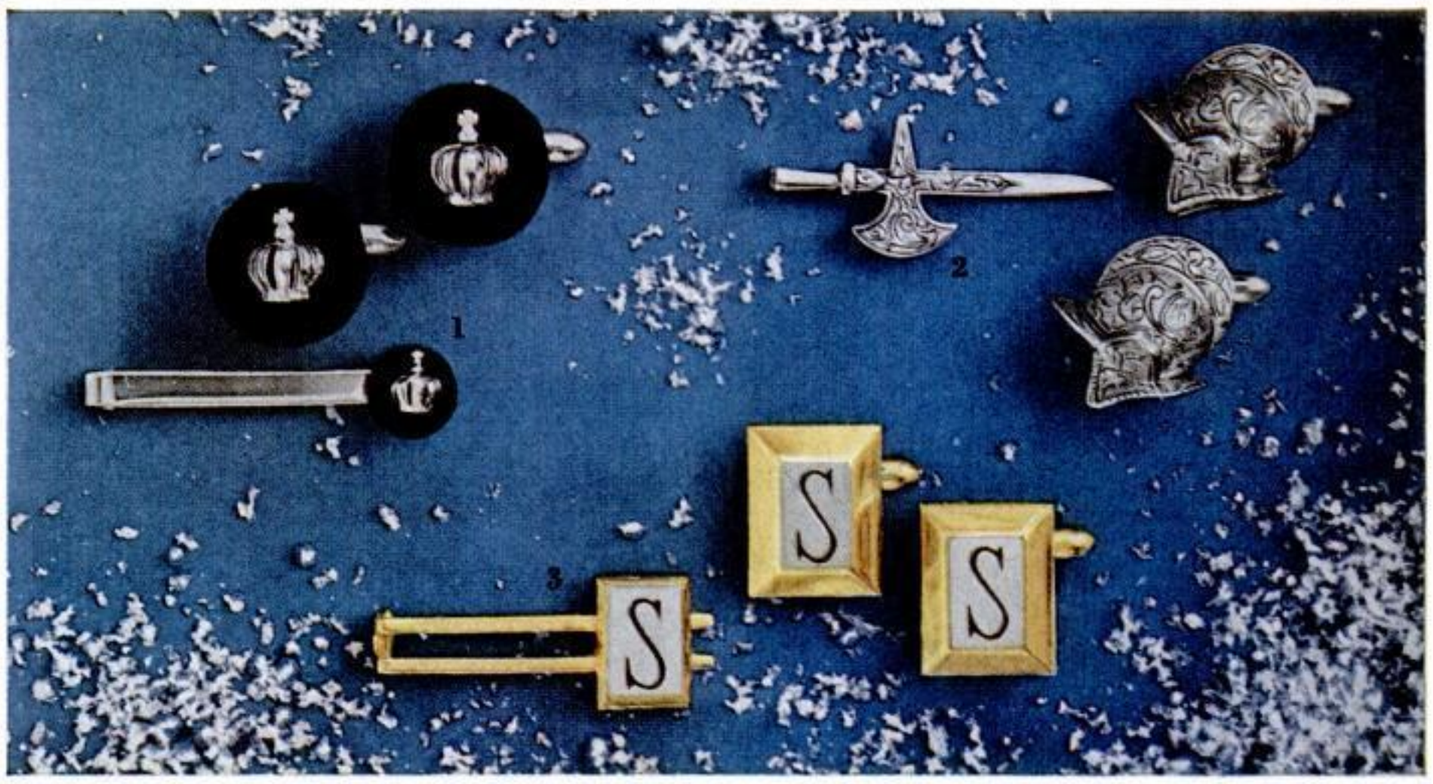


STANLEY STEAMER VALET — Authentic scale model of the famous Stanley Steamer car ingeniously designed with compartments to place the usual every day men's accessories. Mounted on sturdy tray. Only **$3.95**

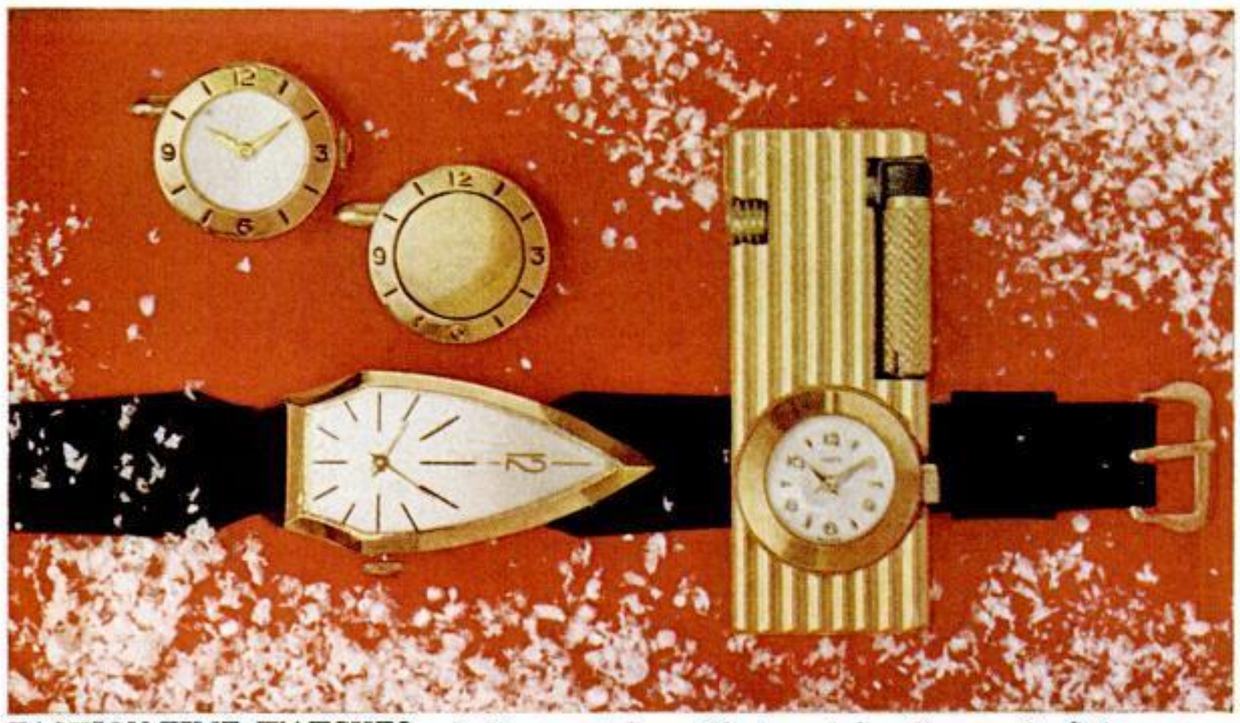
NEW! from SWANK—gifts he will use every day!



COLLEZIONE CONTINENTALE — Dynamic cuff link styles. Unusual designs. Gift Boxed. **(1) Baghdad, $3.50*** pair. **(2) Pompeii, $5.*** pair. **(3) Firenze, $5.*** pair **(4) Croydon, $3.50*** pair.



NEW JEWELRY SETS — Here are just three complete jewelry sets taken from the vast assortment of new ideas available by SWANK at your favorite store. Cuff Links and matching tie klips lavishly gift boxed. **(1) Genuine Onyx,** set, **$15.*** **(2) Weapons of Glory,** set, **$5.*** **(3) Sterling Silver** initial plaque in golden setting, set, **$5.***



FASHION-TIME WATCHES — Brilliant watches with imported anti-magnetic Swiss movements. Remarkably priced. **Cuff Links**—Watch in one with companion link. **$12.95.*** **Wrist Watch**—Design as advanced as the space age itself. **$17.95.*** **Lighter**—Fine lighter and watch. **$17.95***



TWO FOR THE MONEY — **Sentinel** — Genuine cowhide wallet with removable pass case and Add-a-Leaf feature. **$5.*** Other wallets to **$12.50.*** **Coin Bank** — For his dresser. Oversized coin on lid, model coin on front. Real padlock and key. **$3.95**

Look for the Name Men Prefer — SWANK — World's Largest Manufacturer of Men's Quality Jewelry.

ITEMS WITH * PLUS FED. TAX. IN CANADA AT SOMEWHAT HIGHER PRICES.

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A PRICKLY BED OF BABY HEDGEHOGS HUDDLES TOGETHER IN THE LEAVES OF THEIR NEST. NOW SEVEN WEEKS OLD, THEIR SPINES ARE SHARP AND HARD

Gentle Bristling Little Beast

The European hedgehog is a gentle, tasty little creature whose protection against hungry enemies is a set of bristling quills. If attacked, it rolls into a ball and presents a predator with an unappetizing array of spines. The spines are sharp but not barbed and loose like a porcupine's. The hedgehog, in fact, is not related to the porcupine but to the mole.

A few months ago Erik Parbst, a Danish wildlife photographer, adopted eight motherless hedgehog babies found near Copenhagen airport. He located a substitute mother in the countryside and, in return for meals, handouts of milk, snails and worms, she nursed the orphans. When they were three months old Parbst let them go in the countryside.

Farmers and foxes are the hedgehog's legendary enemies. According to old tales, hedgehogs suckle cows. Foxes are supposed to roll curled-up hedgehogs to water to straighten them out. But no one has ever seen a hedgehog milk a cow or reliably reported a fox playing hoops with one.



DAILY CLEANING IS GIVEN EACH BABY BY THE FOSTER MOTHER →

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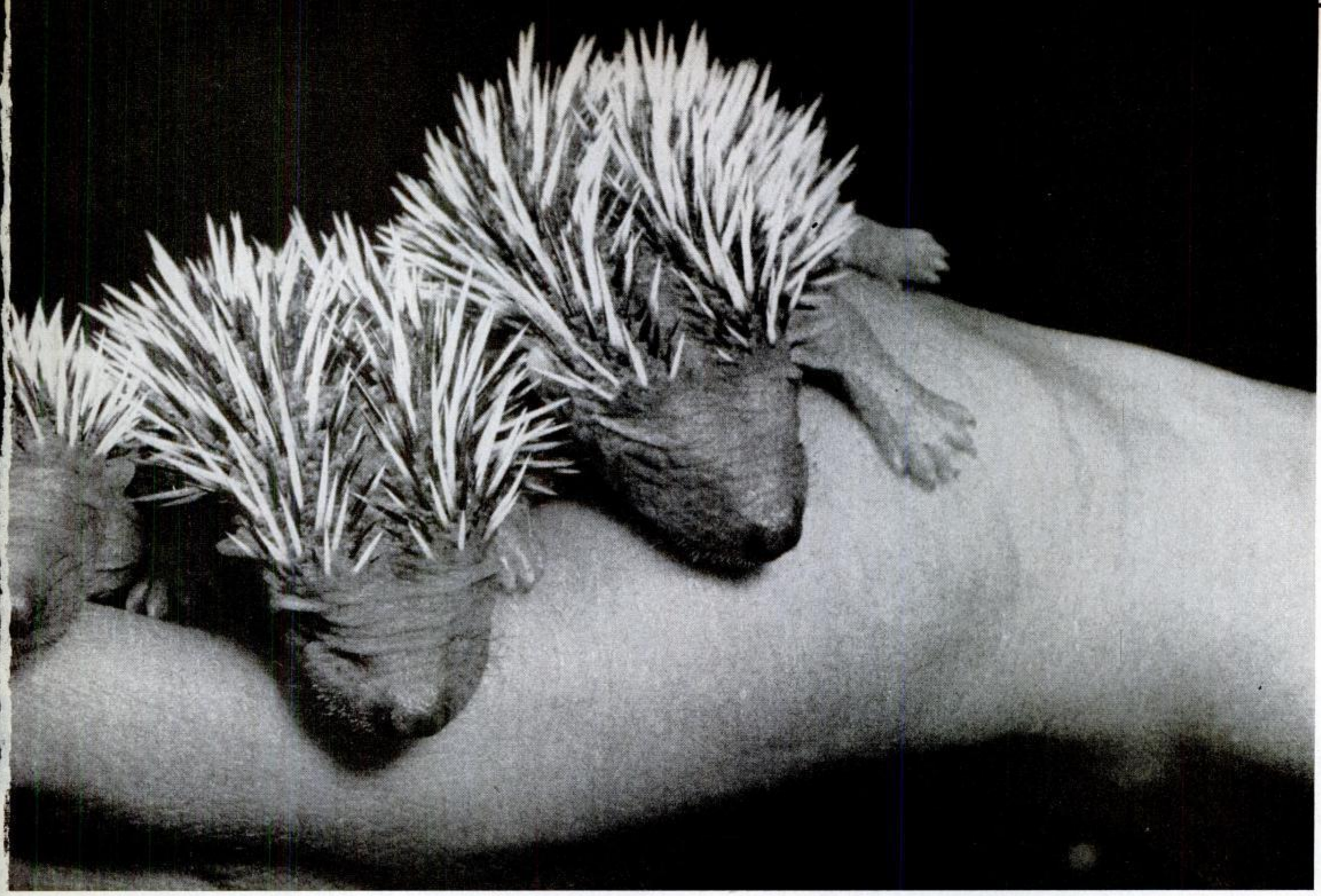
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BRISTLING BEAST CONTINUED



PALMFUL of hedgehogs less than a week old, consists of four two-inch-long babies. Though their eyes are not yet open, their tiny spines are erect and after another week's time will be sharp enough to give some protection. In four months' time they will be about 10 inches in length.

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Your friendly retailer suggests:

play Santa Claus to everyone– it's inexpensive, easy and fun with Wrigley's Chewing Gum

Everyone loves delicious Wrigley's Gum and you can please all tastes by putting open boxes of Wrigley's Spearmint, Doublemint, and Juicy Fruit around your home so your family and Holiday callers can treat themselves whenever they like.

Wrigley's Gum is always a welcome little "plus" to go with any small gift –to delivery boys, your postman, and other such friendly folk who serve you during the year.

And be sure to tuck colorful packages of wholesome Wrigley's Gum in Christmas stockings. Children love it and it's good for them. It's never rich or filling so it can't spoil their appetite and the natural chewing aids digestion.

A Merry Christmas to you.

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America's new way to bake

(*from Pillsbury*)



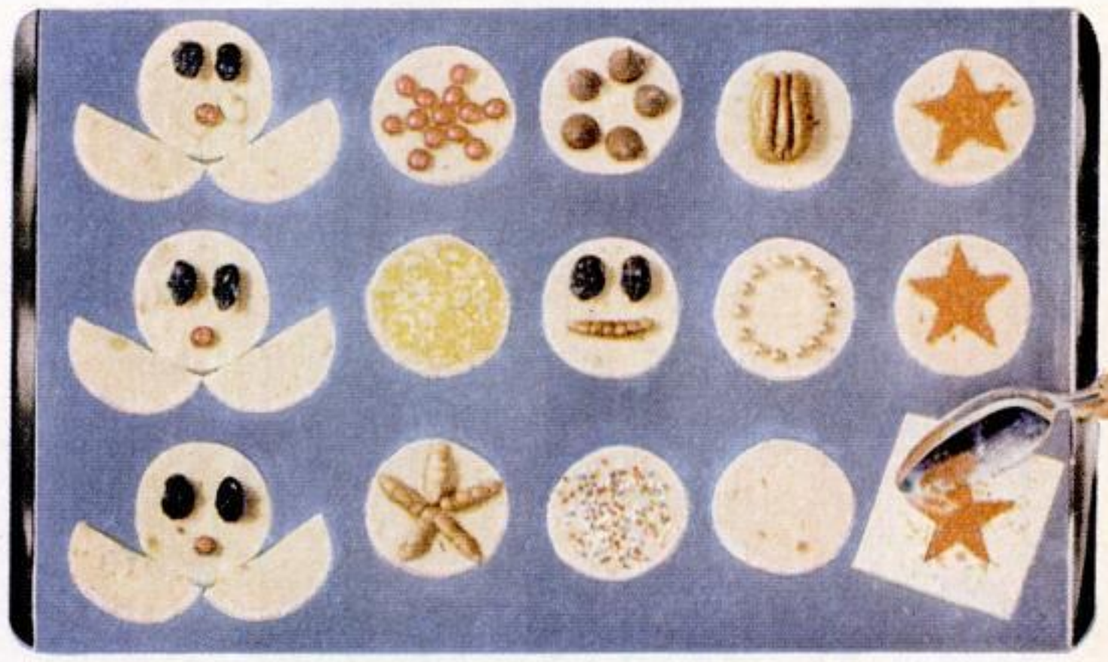
NOW! Make all these cookies with Pillsbury's new Holiday Cookie Kit



1. REFRIGERATED fresh cookie dough—all mixed—2 packages! FREE—25 cookie trimmin' ideas and stencil decorator.



2. JUST SLICE. Each package makes 3 to 4 dozen cookies. Choose from 4 flavors: Butterscotch Nut, Crunchy Peanut, Toasted Coconut, Sugar.



3. DECORATE AND BAKE. Gay! Easy! Delicious! Beat the rush. Get your Pillsbury Holiday Cookie Kit . . .

AT YOUR GROCER'S DAIRY CASE
where you find America's most popular biscuits
(Available in Canada, too!)



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He will remember you throughout the year when your Christmas gift is from the fabulous Hickok collection. See the hundreds of luxurious choices at your favorite department or men's store.

Give him a Lift with a Gift by Hickok

A—Tie Rack, $2.95; **B**—Commuter Kit, $4.95*; **C**—Visor Valet, $3.95; **D**—1" Belt, $2.50, Lancer Initial Buckle, $2.50, Set, $5.00; **E**—1" Sea Turtle Tongue Belt, $12.50; **F**—1" Belt, Stud Buckle, Set, $5.00; **G**—1" Belt, $2.00, Recessed Initial Buckle on Gold Satin Panel, $1.50, Set, $3.50; **H**—¾" Adjustable Belt, Fleur-de-Lis Buckle, Set, $2.50; **I**—¾" Tongue Belt, $2.50, Lancer Initial Stud Buckle, $1.50, Set, $4.00; **J**—Lancer Initial Cuff Links, $2.50, Tie Bar, $2.50, Set, $5.00; **K**—Lancer Initial Key Chain, $2.50; **L**—Shield and Crossed Swords Cuff Links, $2.50, Ascot Tie Clip, $2.50, Set, $5.00; **M**—Chess Knight Cuff Links, $2.50, Ascot Tie Clip, $2.50, Set, $5.00; **N**—Pinseal Grain Wallet, $5.00*; **O**—Pinseal Grain Key Case, $1.50*. *Prices plus Federal Tax.

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WITH "WANDERER" SECURED TO A COCONUT TREE IN THE LEE OF LOVELY MOOREA ISLAND, HAYDEN SWIMS WITH HIS CHILDREN AND CREW IN THE WARM WATERS

The Haydens' 'Wanderer' Idyl

There was nothing in the picture of a bronzed father splashing happily with his children in the South Pacific's warm waters to suggest a storm back in the states. The father was Sterling Hayden, once a movie idol, now a brooding refugee from Hollywood's tinsel. Last January he had taken his four children aboard his picturesque schooner *Wanderer* and sailed for the South Seas. Hayden, who is divorced, has legal custody of the children but a court order forbade a long voyage on the *Wanderer*. He defied the order and went off on a voyage that would delight a Robert Louis Stevenson. *Wanderer* went to the Marquesas Islands, then to Tahiti and through the Society Islands. On board with the crew were a doctor, a teacher and the three children of the first mate. When *Wanderer* returned to San Francisco last month, Hayden, faced with a trial for contempt, still pronounced it "the best year of my life." He added soberly, "I was searching for truth, and it is very hard to find." Seven-year-old Matthew summarized the children's reactions: "We had fun."



MAIL IS READ aloud by Hayden as the ship lies at anchor off Papeete in Society Islands. From the left, the children are Matthew, 6; Thor, 9 and Gretchen, 8.

CONTINUED

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HAYDEN IDYL

CONTINUED



UNDER FULL SAIL, the *Wanderer* clears the pass at Papeete harbor, outward bound. The children supplemented their geography lessons by charting all their routes and, for their compositions, wrote of their experiences and explorations, including inland treks and extensive searches for exotic seashells and rare fish.

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HAPPY HOLIDAYS BEGIN WITH GORDON'S GIN



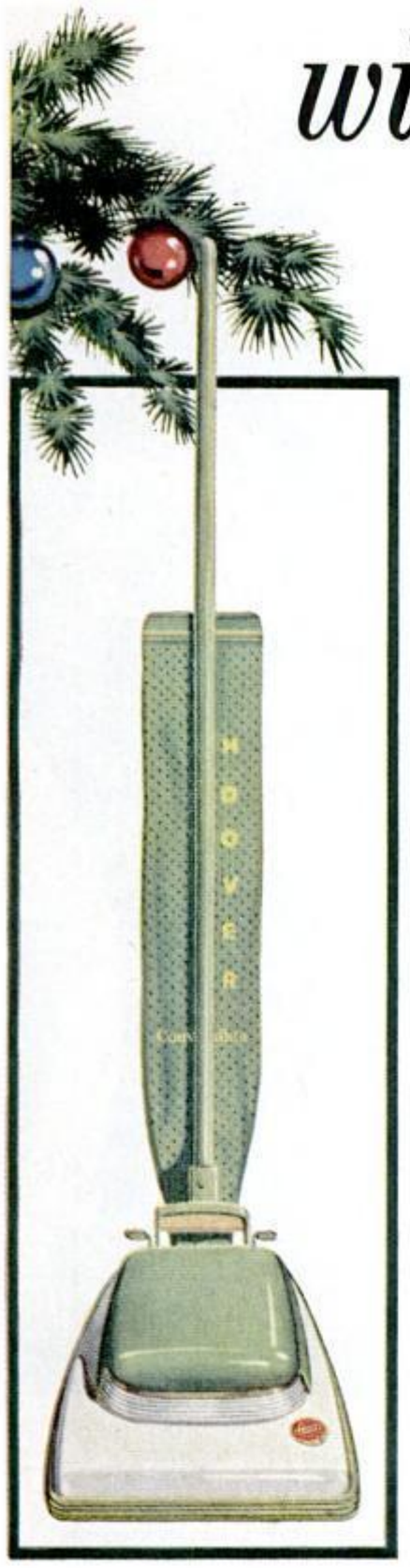
THERE'S NO GIN LIKE

GORDON'S

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Give her a lift with a gift from HOOVER





NEW HOOVER ELECTRIC FLOOR WASHER

Washes floors and drinks up its own scrub water

Surprising new invention! Wets the floor with clean water and detergent. Scrubs it thoroughly. Vacuum-drys it instantly. The dirty water is kept separate. Hands never touch water.

NEW HOOVER CONVERTIBLE

Gets the deep-down dirt other cleaners miss

New Slim-Silhouette Hoover beats, as it sweeps, as it cleans, to get *all* the dirt out of rugs.

More power for attachments—click in the converter and it shifts automatically to give 50% more suction for all other cleaning needs. It's the cleaner with the Automatic Shift!



NEW HOOVER PIXIE

Goes anywhere dirt goes. Handiest cleaner ever for quick pickups. She doesn't carry it, she wears it . . . weighs only 4 pounds.

NEW HOOVER POLISHER

Scrubs, waxes, polishes . . . and cleans rugs, too. Two sets of brushes, rug-cleaning attachments. Hoover quality from top to bottom.



NEW HOOVER CONSTELLATION

First canister with the on-off switch on the handle. Under-the-Thumb Control saves her the hike back to the cleaner. Walks on air, too!



Give her a HOOVER® and you give her the best!

Hoover Fine Appliances are available on budget terms everywhere. The Hoover Company, North Canton, Ohio

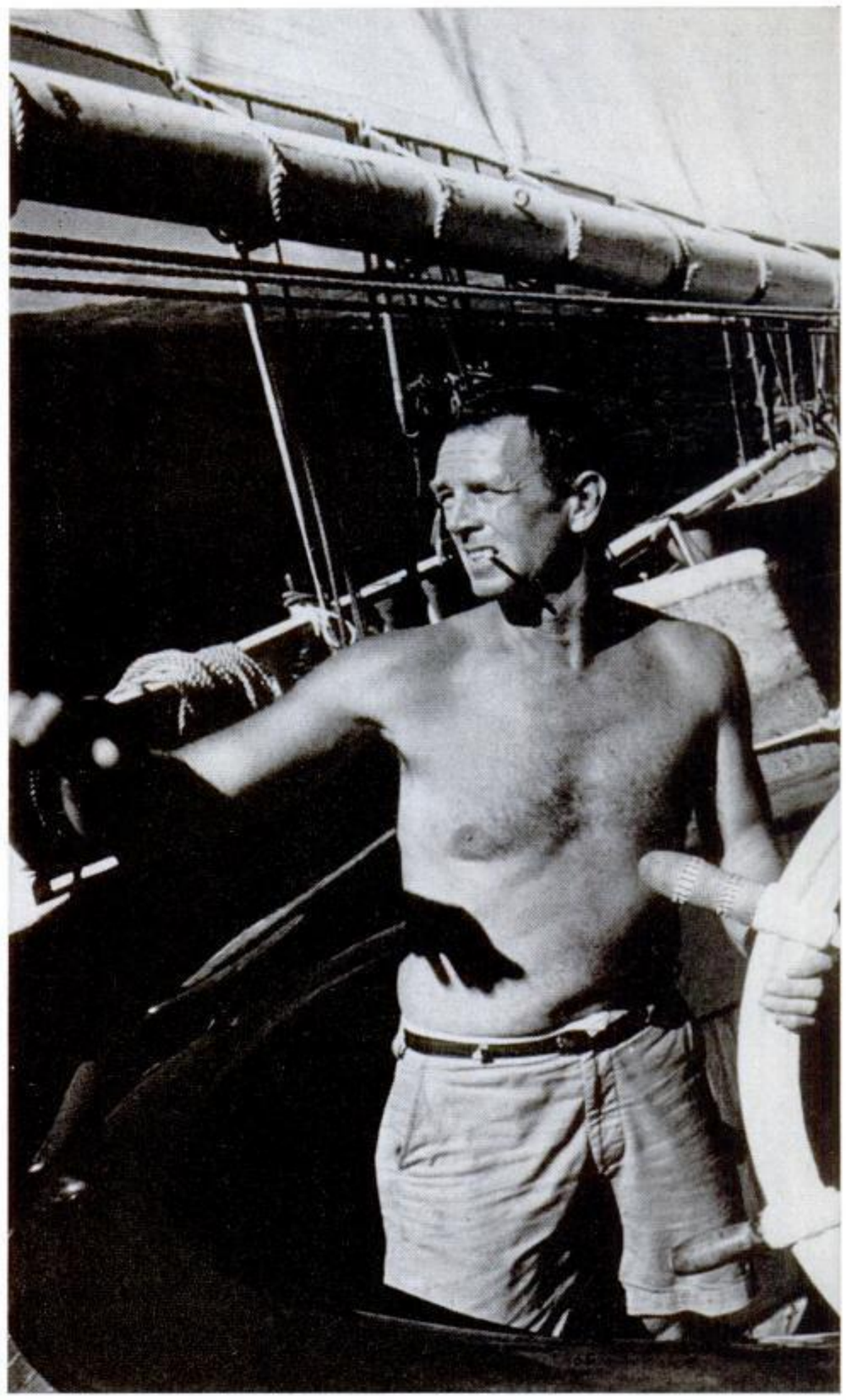
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Quality runs in the family...



Both from the House of Haig . . . the oldest Scotch whisky distillers, founded in 1627. ***Don't be Vague . . . ask for Haig & Haig***

BLENDED SCOTS WHISKY, 86.8 PROOF, **RENFIELD IMPORTERS, LTD., N. Y.**



AT THE HELM, Hayden pilots schooner from Tahiti on weekend junket to another island. He is a licensed master who first sailed at the age of 15.



BACK HOME after their 10-month adventure. Hayden and his children stand on fantail surveying San Francisco as schooner rides at anchor in bay.

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Covers damage by freezing...



water escape...



weight of snow...



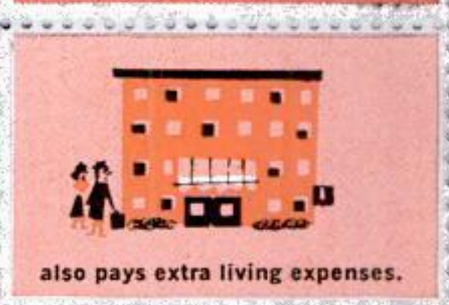
falling trees...



electrical accidents——



even covers collapse...



also pays extra living expenses.



Covers loss by theft...



vandalism, malicious mischief...

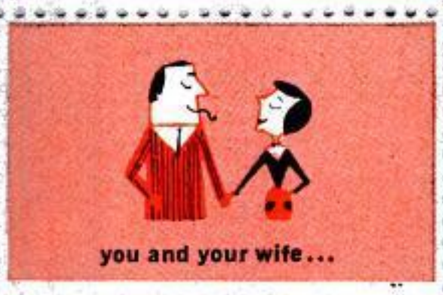


glass breakage...

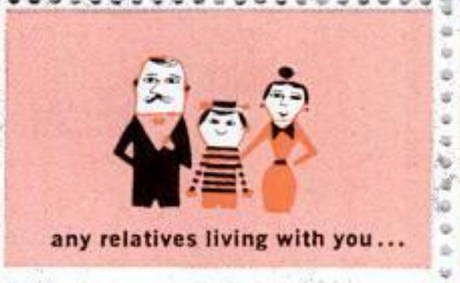


damage to trees, shrubs, lawns.

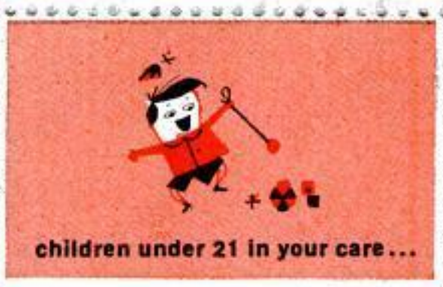
Provides legal liability against claims from accidents to others involving



you and your wife...



any relatives living with you...



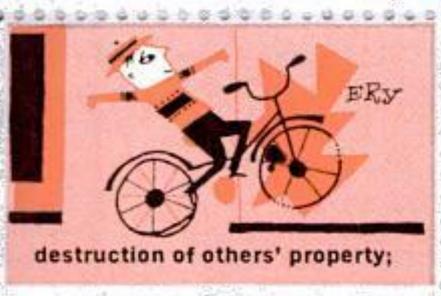
children under 21 in your care...



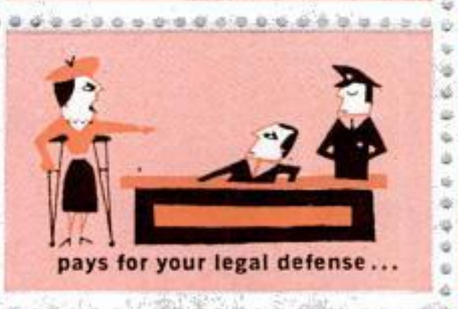
your boats or pets...



injury to others...



destruction of others' property;



pays for your legal defense...



...even if claim is fraudulent!

Also pays these charges for injuries to others resulting from your personal acts



medical expenses...



ambulance charges...



hospital expenses...



registered nurse's fee.



Covers damage by fire...



smoke...



windstorm, hail, lightning...



explosion...



vehicles...

New first– Nationwide's $50 DEDUCTIBLE–



riot, civil commotion...



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Gives you all this Homeowner Protection at the same price you pay for Fire Insurance*

For the first time in insurance history—homeowners protection against fire, windstorm, theft, liability and hundreds of hazards *for less cost than you may now be paying for fire and extended coverage insurance alone!* Only Nationwide can offer these record-breaking savings—because only Nationwide makes available the precedent-breaking $50 DEDUCTIBLE† on *all* hazards. Check rates for *your* home. Call your man from Nationwide.

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The Homeowners Policy is available in 3 different "sizes", designated as "A", "B", or "C" plans. Illustrations above apply to "B" plan only.

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FASHION

Latest Dress-up Move— Lavish Lounging Pants

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The chessboard above, a display at the Hammond Museum in North Salem, N.Y., is a replica of the oversize outdoor boards once used in Europe. The figures on it are demonstrating a startling new move—not in chess but in fashion. Lounging pajamas, once relegated to the hearth, are now being designed to wear out to parties and dinners. The likely candidates for public appearances above are as formal and costly as ball gowns—but sure to be copied less expensively soon. In back row, left to right, are a brocade tunic and pants (Samuel Winston, $265), jeweled sweater and slacks under a satin coat (Jane Derby, $900) and a flowing print coat over chiffon pajamas (Tina Leser, $285). In the front row are a culotte with striped sequin jacket (Donald Brooks, $465), brocade pajamas with a man-tailored jacket (Tina Leser, $145), a rose-printed culotte (Malouf Originals, $80). Although these girls plainly aren't up on their chess strategy their outfits could still reduce almost any knight to a pawn.

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Vodka 80 & 100 Proof. Distilled From 100% Grain. W. & A. Gilbey, Ltd., Cincinnati, Ohio. Distributed By National Distillers Products Company.



The modern way to say happy holiday

Here's how to add a modern touch to traditional holiday greetings. Give and serve that popular, up-to-date spirit, vodka—Gilbey's Vodka! Any number of cheerful holiday drinks can be made with Gilbey's smoother "heart" of vodka. And this year, in colorful key with the modern mode, Gilbey's Vodka comes ready to give in its smart new Designer-Wrap, topped with the silver bow.

GILBEY'S VODKA

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A LOOK AT THE WORLD'S WEEK



ILLUSTRIOUS 85-YEAR-OLD ON A BIRTHDAY PILGRIMAGE

Perked up after a bout with a cold by bales of greetings, crates of champagne, barrels of oysters and braces of pheasants, Sir Winston Churchill [illegible] day left Lady Churchill to go to the House of Commons [illegible] at the scene of wartime triumphs, cheers welled up, reached a crescendo as the Labor and Conservative leaders tendered congratulations. Speaking in Commons for the first time since resigning as prime minister in 1955, Churchill responded: "May I say that I most gratefully and eagerly accept both forms of compliments."

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NARCOTICS 'FUZZ' BEHIND SANTA'S BEARD

Nowadays a narcotics peddler can't even trust Santa Claus. The Santa above, holding the eye-dropper tipped with needle used to inject heroin, is a New York "fuzz" (cop), Edward Egan. He handed out lollipops in Harlem to spot dope peddlers plying their trade. Then genially shaking their hands, he rang his bell, and two assistants moved in. Four days' arrests: 17.



FIDEL'S FACE OVER → A PANAMA MOB

In Panama City, the face of noisy neighbor Fidel Castro floated above an anti-*yanqui* riot, the second within a month. Flaunting familiar slurs against the gringos, the mob raged at the U.S. refusal to fly Panama's flag in the Canal Zone. In a fruitless five-hour fight, the rioters smashed windows and stoned both G.I.s and Panamanian troops called out to keep the peace.



RED HANDS IN HUNGARY APPLAUD MEETING OF RED MINDS

In Budapest Red leaders stood with Hungarian party chief Janos Kadar (*third from left*) and star attraction Nikita Khrushchev (*second from left*) to applaud the opening of Hungary's first party congress since the 1956 uprisings. Khrushchev, his head lined up with those of Marx, Engels and Lenin, revealed that some Kremlin leaders were against unleashing Soviet troops in 1956 for fear this would be misunderstood—"some [illegible] were deceived by Fascists." But it was decided [illegible] ing people" because "the best sons of y[illegible]

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HANDS LINKED IN HARMONY BY DISCORDANT LABORITES

British Labor party leaders, still stunned by their smashing defeat in the election, ended their annual conference with *Auld Lang Syne*. But the display of harmony was deceptive. Party Leader Hugh Gaitskell (*second from left*) had proposed that the party de-emphasize one of its basic principles: the nationalization of industry. Barbara Castle (*center*) bitterly attacked Gaitskell's thinking. Aneurin Bevan (*second from right*) sided with her. Nothing was settled and it left many wondering if these leaders could ever win an election again; they didn't sing in the same key.

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NEW DEFENSE SECRETARY WITH A 'GLASS HOUSE' NEWS POLICY

As new Defense Secretary Thomas S. Gates Jr. and Pentagon Press Secretary Murray Snyder faced newsmen, they momentarily seemed to be continuing the department's closemouthed policy. Under Neil H. McElroy, who went back to Procter & Gamble, the Pentagon restricted the flow of news and access by reporters to top defense officials. Assistant Secretary Snyder took the rap as the reporters' prime Pentagon roadblock. But Gates pleased the press by promising that Pentagon officials would "live in a glass house," and would be encouraged to discuss defense problems.



Season's best Gift Idea

Adam

What a treat for him to find under the tree on Christmas morning! His choice of a smart new Adam Hat all wrapped up in a gay miniature Adam gift box, holding his personalized gift certificate and a dashing little topper to hold his jewelry and change.

A wonderful, wearable gift from you to your favorite guy – at $8.95 – others at $6.95 and $10.95. Adam gift certificates at fine men's stores from coast to coast, and in Canada.



ACTURERS
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KEEP THEM ON HAND

for your holiday entertaining!



KEEP THEM IN HAND

for your own enjoyment!



TAREYTON'S DUAL FILTER FILTERS AS NO SINGLE FILTER CAN ...for mild, full flavor!

1. It combines a unique inner filter of ACTIVATED CHARCOAL... definitely proved to make the smoke of a cigarette mild and smooth...

2. with an efficient pure white outer filter. Together they bring you the real thing in mildness and fine tobacco taste!

THE TAREYTON RING MARKS THE REAL THING!

...and for your Christmas giving, pick up a supply of the colorful Tareyton holiday cartons today! You and your friends are sure to enjoy Tareyton's extra measure of pleasure.

NEW DUAL FILTER *Tareyton*

Product of The American Tobacco Company "Tobacco is our middle name" (© A. T. Co.)

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Lady Sheaffer

'SKRIPSERT' FOUNTAIN PENS
MATCHING 'FINELINE' PENCILS

1. "Paisley" pen in periwinkle blue, jet black or ivory, $10
2. Matching "Paisley" pencil, $4.95
3. "Tulle" pen in gold, mandarin red, jet black or ivory, $12.50



REFILLS LIKE HER LIPSTICK



WRITES LIKE A DREAM

Writes like a dream! Refills like her lipstick ...with neat drop-in cartridges of *Skrip* writing fluid. Holiday gift-boxed with smart purse case and cartridge pouch. Pick her Christmas treasure from the entire *Lady Sheaffer Collection* at the fine store in your neighborhood.

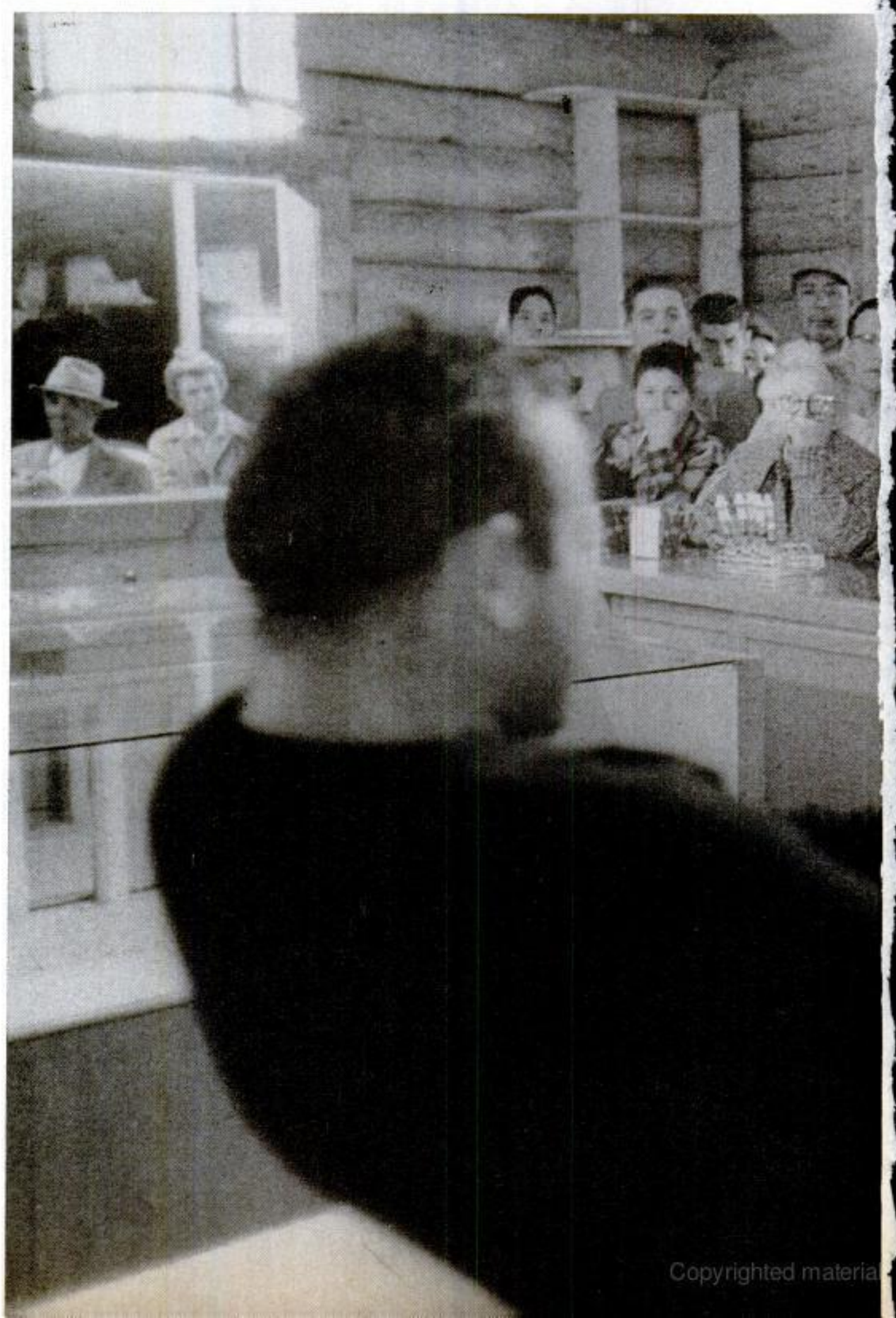


A superb writing instrument fashioned by SHEAFFER'S

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MUGGING A JOKE, Ingemar (*above*) elaborately scratches his head in pretended perplexity over the complicated problem of being an actor in the movies.





ACHIEVING TEARS, INGEMAR IN THE FILM WATCHES A FALLEN FRIEND DIE

A Job as Star for Ingemar

Ever since the mighty John L. Sullivan toured the country in a touching little play entitled *Honest Hearts and Willing Hands*, prizefighters have rested their biceps between bouts and flexed their facial muscles as actors on stage or screen. A few were adroit, most not. All found the diversion profitable. Latest (and he got $50,000 for the chore) is Sweden's Ingemar Johansson, world's heavyweight champion, who between television spots has just finished his first movie, *All the Young Men* for Columbia, made on location in Montana. In it Johansson plays a young Swedish-American, one of 12 survivors of a Marine platoon ambushed in Korea. His fellow actors, among them Alan Ladd and Sidney Poitier, found Ingemar serious in practicing his new art. And on screen they think his winning personality will shine through.

KEEPING UP TRAINING, Ingemar exercises in the general store in St. Mary, Mont. before the admiring townsfolk. The women thought he was cute.



HERE'S THE NEWEST GIFT
YOU CAN CHOOSE FOR A MAN!

Sheaffer's PFM®
Pen For Men

Brand new for Christmas, 1959! Bold new styling. Newly designed, inlaid points—14 kt. gold or palladium-silver—are built to take man-sized pressure. New loss-proof clip. Five *Sheaffer's PFM* Pen models, from $10.00 to $25.00. Matching Pencils, from $4.95 to $10.00. Gift Sets, from $14.95 to $35.00. Choose *his* today!

Sheaffer's PFM IV, $20.00

Big Capacity; Clean Filling
Famous Snorkel Pen filling action. Massive capacity in man-sized barrel.

Sheaffer's **PFM I** Pen, $10.00.
Matching Pencil, $4.95. Gift Set, $14.95.

Just say, "PFM... Pen For Men!"

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Famous bottled-in-bond Old Forester, in familiar year-round bottle, strikingly gift-wrapped for the holidays.

Bottled-in-bond 100 proof Old Forester in handsome new 1959 decanter. Traditional gift choice, no extra cost.

Put the enjoyment of Old Forester

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Now available! Same fine Old Forester at light-hearted 86 proof. Ready to give in festive Christmas gift-wrap.

into your Holiday Season!

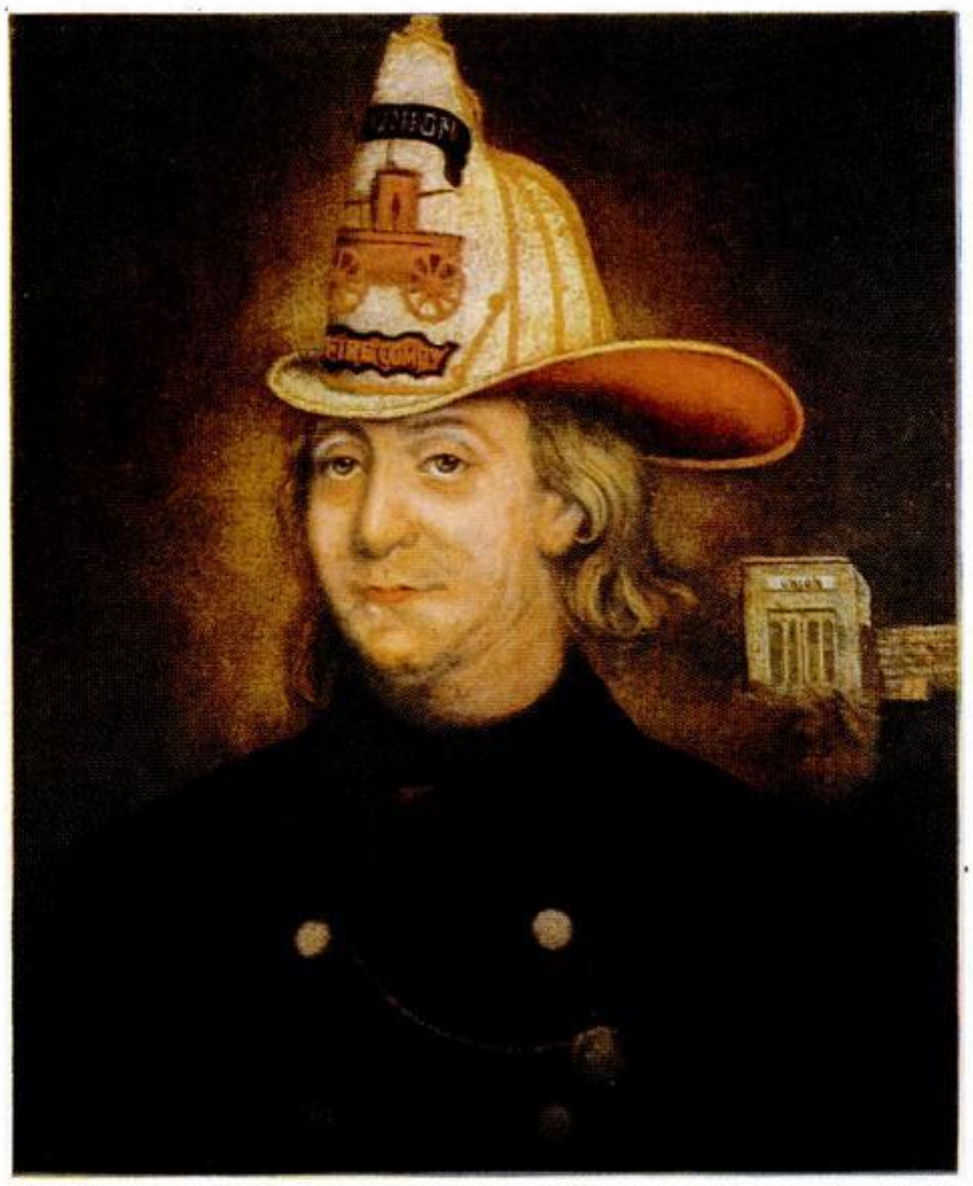
on the label for 90 Christmases: *"There is nothing better in the market"*

BROWN-FORMAN DISTILLERS CORPORATION AT LOUISVILLE IN KENTUCKY • KENTUCKY STRAIGHT BOURBON WHISKY

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FRANKLIN PAPERS II

Citizen Ben Franklin and



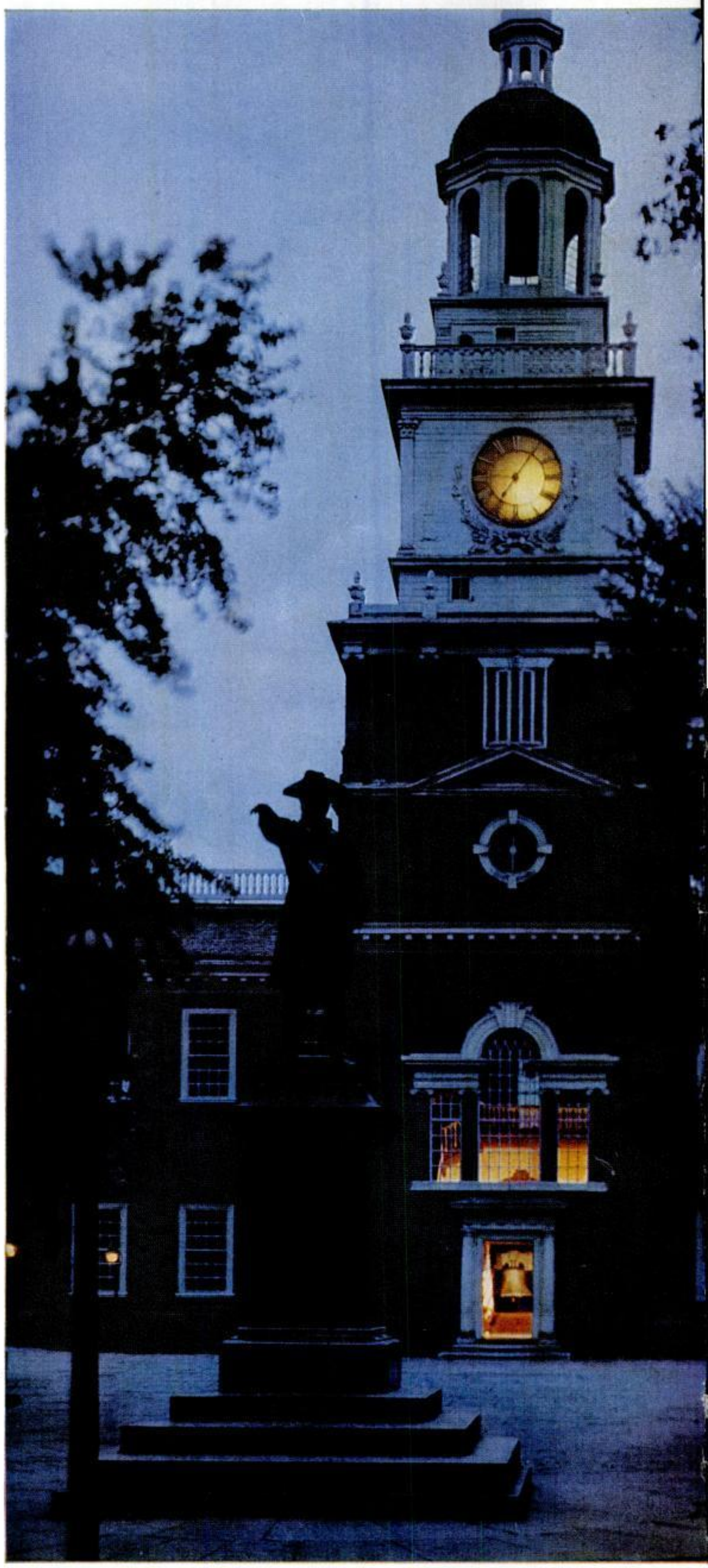
FIREMAN FRANKLIN, in portrait copied from early painting, wears helmet of 1736 company. Because of such volunteers, plus early water system and many brick buildings, Philadelphia has never had a disastrous fire.

HE HELPED PUSH THE CITY AHEAD IN CULTURE AND USEFUL PROJECTS

BENJAMIN FRANKLIN was the greatest civic booster America ever produced. He promoted for his adopted city of Philadelphia its first paved streets, its first fire company, its first street-cleaning service and regular police force. He designed an improved type of street lamp (*right*) which was better than anything London had at the time. He led in making Philadelphia the home of America's first subscription library, hospital, fire insurance company and its longest-lived learned society. All this is shown and told in this second part of LIFE's series on Franklin, done in conjunction with the Yale University Press publication of his personal letters and papers (LIFE, Oct. 5).

While helping his "dear Philadelphia" become the No. 1 colonial city, Ben made sure of its safety in war—by erecting forts, organizing militia and personally leading a military force along the Pennsylvania frontier. These local activities gave Franklin a magnificent training for his later career as spokesman and diplomat for all of revolutionary America. They are described on the following pages in selections from Franklin's papers and in a portfolio of color photographs of Franklin's Philadelphia.

Photographed for LIFE
by Andreas Feininger



STREET LAMP following Franklin's design gets a cleaning (*right foreground*) in Philadelphia's Independence Square. Ben used four flat panes instead of a globe because they were easier to replace when broken; also he wrote, "with a

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His Beloved Philadelphia



long Funnel above to draw up the Smoke, and Crevices admitting Air below. . . they were kept clean, and did not grow dark in a few Hours, as the London Lamps do." In Franklin's time the lamps burned candles, later whale oil, now gas. Independence Hall in background, with Liberty Bell through open door, was once the Pennsylvania State House, where Franklin attended assembly meetings, and later helped write the Declaration of Independence and U.S. Constitution.

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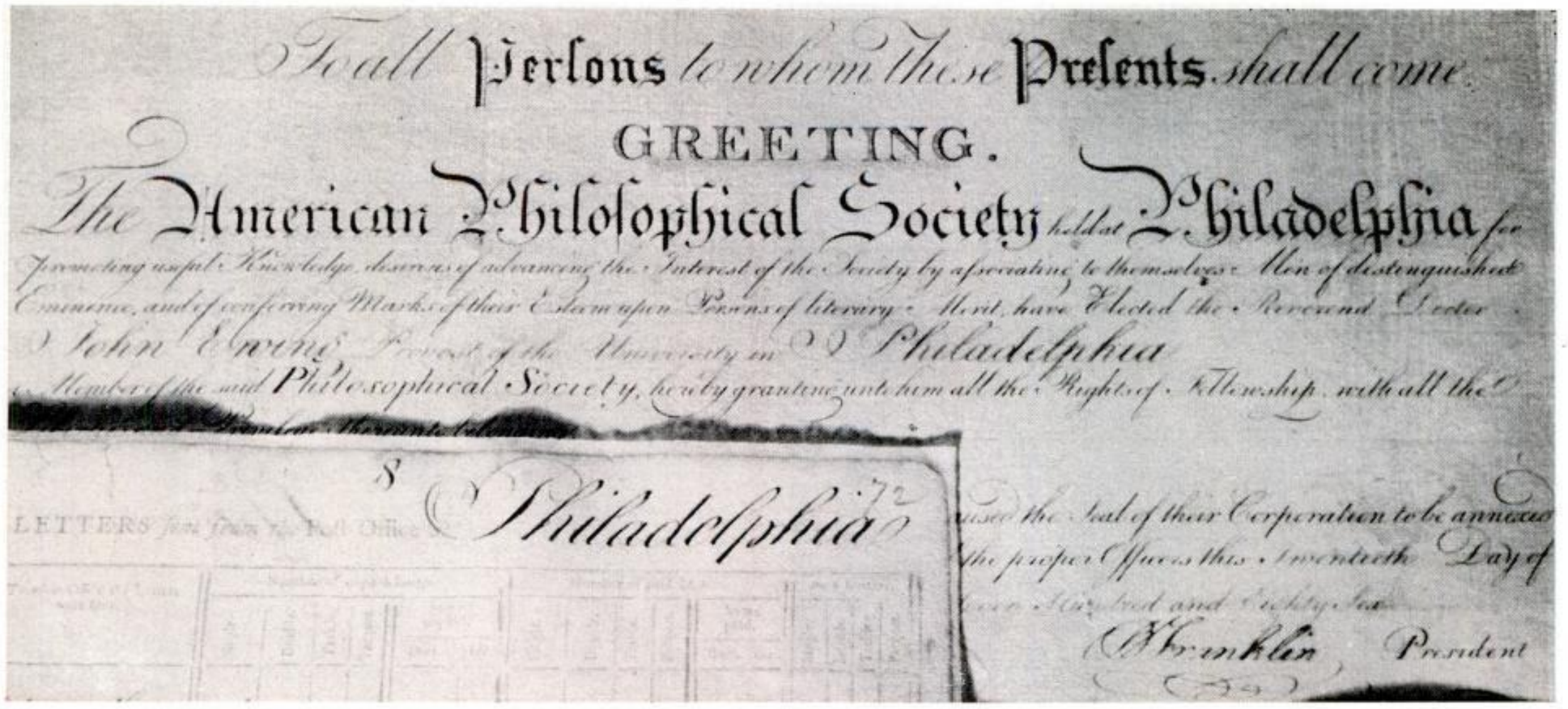
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LIBRARY organized by Franklin in 1731 still circulates books to members under name he gave it, the Library Company of Philadelphia. Volumes in the stacks above are arranged by size in the 18th Century manner, with tall folios on the lowest shelves.



HOSPITAL Ben helped to start in 1751, the Pennsylvania Hospital, is still using its original building. Nursing candidates, right, are being interviewed in lobby. Dr. Thomas Bond had the original idea for the hospital and Franklin raised the needed funds.

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To all Persons to whom These Presents shall come,
GREETING.
The American Philosophical Society held at Philadelphia for
promoting useful Knowledge, desirous of advancing the Interest of the Society by associating to themselves Men of distinguished
Eminence, and of conferring Marks of their Esteem upon Persons of literary Merit, have Elected the Reverend Doctor
John Ewing Provost of the University in Philadelphia
a Member of the said Philosophical Society, hereby granting unto him all the Rights of Fellowship, with all the
LETTERS
Philadelphia
used the Seal of their Corporation to be annexed
the proper Offices this Twentieth Day of
Franklin President

DOCUMENTS SHOW TWO FRANKLIN ROLES—HEADING AMERICA'S OLDEST LEARNED SOCIETY, RUNNING LOCAL POST OFFICE (LOWER LEFT)

Franklin Papers Describe His Roles as Fireman, Philosopher, Soldier

WHILE still a young printer Franklin took the lead in forming a club of Philadelphia tradesmen and artisans who wanted to improve themselves and their city. This group, the Junto, held convivial dinner meetings, made festive by wine and songs composed by the members. Its rules of formal procedure were written by Franklin himself in 1728.

Have you met with any thing in the author you last read, remarkable, or suitable to be communicated to the Junto? particularly in history, morality, poetry, physic, travels, mechanic arts, or other parts of knowledge?

What new story have you lately heard agreeable for telling in conversation?

Hath any citizen in your knowledge failed in his business lately, and what have you heard of the cause? . . .

Have you lately heard how any present rich man, here or elsewhere, got his estate? . . .

Hath any deserving stranger arrived in town since the last meeting? . . .

Do you know of any deserving young beginner lately set up [in business], whom it lies in the power of the Junto any way to encourage? . . .

Have you lately observed any encroachment on the just liberties of the people?

Hath any body attacked your reputation lately? And what can the Junto do towards securing it?

Is there any man whose friendship you want, and which the Junto, or any of them, can procure for you? . . .

[RULES FOR NEW MEMBERS]

Any person to be qualified, to stand up, and lay his hand on his breast, and be asked the following questions; viz.

1. Have you any particular disrespect to any present members? *Answer.* I have not.

2. Do you sincerely declare, that you love mankind in general; of what profession or religion soever? *Answer.* I do.

3. Do you think any person ought to be harmed in his body, name, or goods, for mere speculative opinions, or his external way of worship? *Answer.* No.

4. Do you love truth for truth's sake, and will you endeavour impartially to find and receive it yourself, and communicate it to others? *Answer.* Yes.

BETTER WAYS TO STOP FIRES

Franklin, like other able-bodied citizens, was often called from his home or shop to help put out fires along the crowded waterfront of Colonial Philadelphia. In 1735 he began an organized campaign for prevention, and a better system of firefighting, in a letter which he addressed to himself in his own newspaper, *The Pennsylvania Gazette.*

Mr. Franklin,

Being old and lame of my Hands, and thereby uncapable of assisting my Fellow Citizens, when their Houses are on Fire; I must beg them to take in good Part the following Hints on the Subject of Fires.

In the first Place, as *an Ounce of Prevention is worth a Pound of Cure,* I would advise 'em to take Care how they suffer living Brands-ends, or Coals in a full Shovel, to be carried out of one Room into another, or up or down Stairs, unless in a Warmingpan shut; for Scraps of Fire may fall into Chinks, and make no appearance till Midnight. . . .

As to our Conduct in the Affair of Extinguishing Fires, tho' we do not want Hands or Good-will, yet we seem to want Order and Method, and therefore I believe I cannot do better than to offer for our Imitation, the example of a City in a Neighboring Province [Boston]. There is, as I am well inform'd, a Club or Society of active Men belonging to each Fire Engine; whose Business is to attend all Fires with it whenever they happen; and to work it once a Quarter, and see it kept in order; Some of these are to handle the Firehooks, and others the Axes, which are always kept with the Engine; and for this Service they are consider'd in an Abatement or Exemption in the Taxes. In Time of Fire, they are commanded by Officers appointed by Law, called *Firewards,* who . . . direct the opening and stripping of Roofs by the Ax-Men, the pulling down burning timbers by the Hookmen, and the playing of the Engines, and command the making of Lanes, &c. and they are impowered to require Assistance for the Removing of Goods out of Houses on Fire. . . .

Franklin's suggestions resulted in the first Philadelphia fire company, the Union. A *Gazette* item shows how effectively they worked.

Wednesday last a Fire broke out in the Roof of a House in Second Street near the [Christ] Church, but there being sufficient Help at hand, it was presently extinguished. Axes were observ'd to be of great Use; for when Holes were made in the Shingling, the Water from Engines and Buckets readily enter'd, and did ten times the Service it could otherwise have done.

A FATAL MASONIC HOAX

In 1737 a Philadelphia apprentice named Daniel Rees was fatally burned during a pretended Masonic ceremony staged by a group of pranksters. The boy's master, an apothecary named Evan Jones, held a bowl of

CONTINUED 75

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NEW-YORK HISTORICAL SOCIETY

MASONIC PORTRAIT of Franklin, painted long after his death, shows him as provincial grand master of Pennsylvania. Later he was master of a Paris lodge.

FRANKLIN CONTINUED

burning brandy which was either thrown or spilled over the victim. Franklin was not present, but as a leading Mason he was attacked in the opposition newspaper for allegedly condoning the tragic hoax. He defended himself in the *Gazette* as follows:

Some very false and scandalous Aspersions being thrown on me in the *Mercury* of yesterday, with regard to Dr. Jones's Affair, I find my self oblig'd to set the Matter in a true Light.

Some time in June last, Mr. Danby, Mr. Alrihs, and my self were appointed by the Court of Common-Pleas, as Auditors to settle an Affair, between Dr. Jones and Armstrong Smith. . . . We met accordingly at a Tavern in Market-street on the Saturday Morning before the Tragedy was acted in the Doctor's Cellar. . . . While we waited for Smith . . . the Doctor and R———n [Remington, Jones' attorney] began to entertain us with an Account of some Diversion they had lately had with the Dr.'s Apprentice, who being desirous of being made a Free-Mason, they had persuaded him they could make him one, and accordingly had taught him several ridiculous Signs, Words and Ceremonies, of which he was very fond. 'Tis true I laugh'd (and perhaps heartily, as my Manner is) at the *Beginning* of their Relation, but when they came to those Circumstances of giving him a violent Purge, leading him to kiss T's [a Mr. Tackerbury's] Posteriors, and administering to him the diabolical Oath which R———n read to us, I grew indeed serious, as I suppose the most merry Man (not inclin'd to Mischief) would on such an Occasion. Nor did any one of the Company, except the Doctor and R———n . . . seem in the least pleas'd with the Affair, but the contrary. . . . [The Doctor] said He had a better Invention; they would have a Game of *Snap-Dragon* in a Dark Cellar, where some Figures should be dress'd up, that by the pale Light of Burning Brandy would appear horrible and frighten him d———bly. . . .

As to the Paper or Oath, I did desire R———n . . . to let me see it; and . . . told him I was desirous to shew it some of my Acquaintances, and so put it in my Pocket. I communicated it to one, who mention'd it to others, and so many People flock'd to my House for a Sight of it, that it grew troublesome, and therefore when the Mayor sent for it, I was glad of the Opportunity to be discharg'd from it. . . . And being subpena'd on the Tryal as a Witness for the King, I appear'd and gave my Evidence fully, freely and impartially. . . . [Jones was convicted of manslaughter, and was sentenced to be burned on the hand as punishment.]

This being the true State of the Case, I think I may reasonably hope, that I am so well known in this City, where I have liv'd near 14 Years, as that the false and malicious Insinuations contain'd in the *Mercury*, will not do the Injury to my Reputation that seems intended.

B. FRANKLIN

AN 18TH CENTURY BILLY GRAHAM

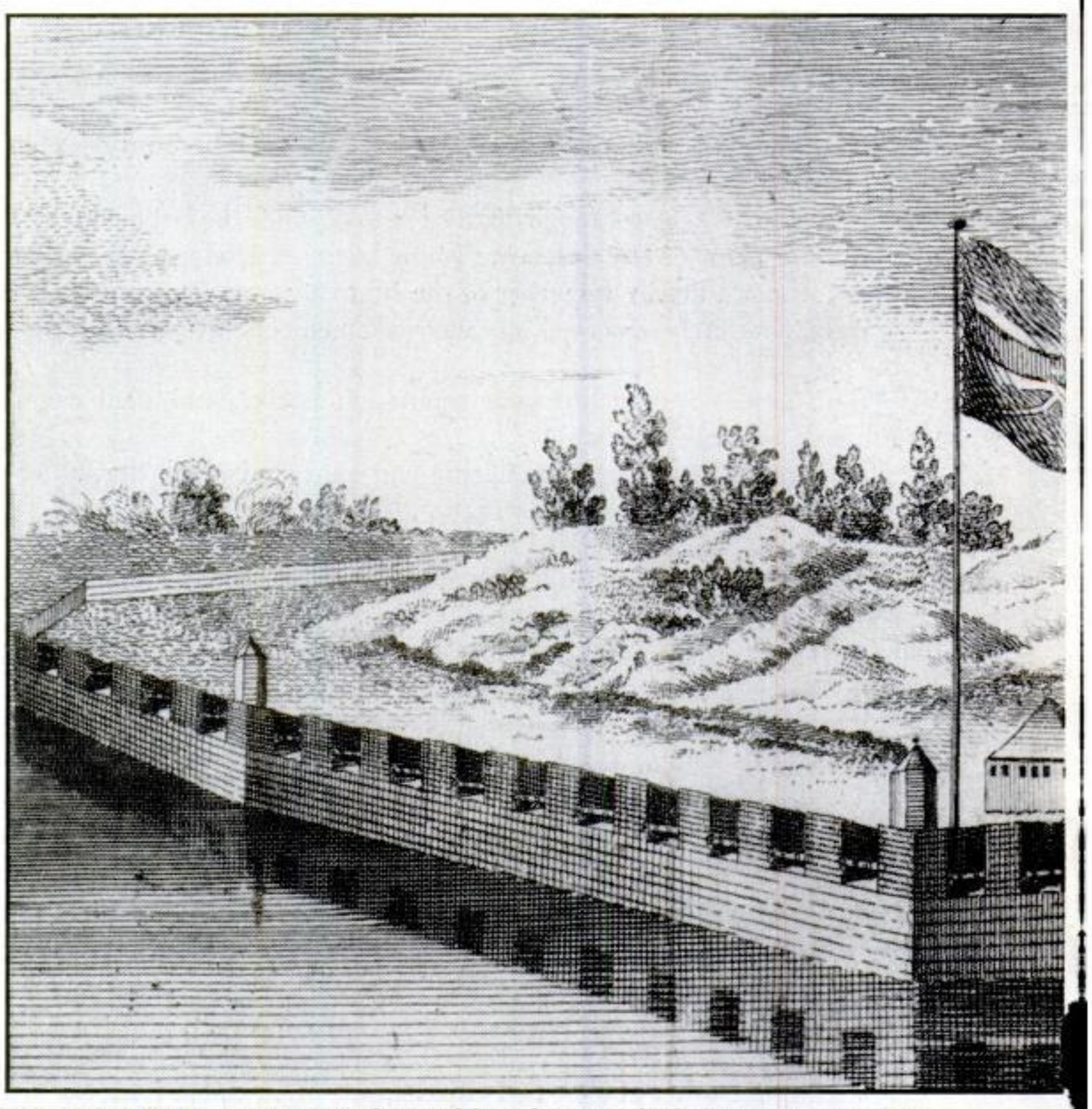
In 1728, aged 22, Franklin wrote a private religious creed and ritual which began with the words, "I believe there is one Supreme, most perfect Being, Author and Father of the Gods themselves." He never formally joined a church, but he supported with great enthusiasm the Billy Graham of his day, the Reverend George Whitefield, who came from England in 1739 and made a sensational tour of the colonies. While Whitefield preached to a huge throng in the open, Franklin skirted the crowd and calculated that his voice could be heard by 30,000 persons at once. He also gave the revivalist continuous publicity in the *Gazette*.

On Thursday last [Nov. 8, 1739] the Rev. Mr. Whitefield began to preach from the Court-House-Gallery in this City, about six at Night, to near 6000 People before him in the Street, who stood in awful Silence to hear him; and this continued every Night 'till Sunday. On Monday he set out for New-York, and was to preach at Burlington in his Way going, and in Bucks County coming back. . . .

On Thursday last [Nov. 29] the Rev. Mr. Whitefield, left this City, and was accompany'd to Chester by about 150 Horse, and preach'd there to about 7000 People; on Friday he preach'd twice at Willings-Town to about 5000; on Saturday at New-Castle to about 2500, and the same Evening at Christian-Bridge to about 3000; on Sunday at Whiteclay-Creek he preach'd twice, resting about half an Hour between the Sermons, to about 8000, of whom about 3000 'tis computed came on Horseback. It rain'd most of the Time and yet they stood in the open Air. . . .

The middle of last Month [March 1740] the Rev. Whitefield was at Charles-Town [South Carolina] and preached there five Times, and collected at one Sermon *Seventy* Pounds Sterling, for the Benefit of the Orphan-House in Georgia. . . .

On Sunday Evening [Nov. 9, 1740] the Rev. Mr. Whitefield, arrived



PHILADELPHIA BATTERY, financed by a lottery which Franklin organized in 1747, guarded Delaware River approach to city during French war. Franklin

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here from Boston, and has preached twice every Day since in a Building erected for that Purpose, 100 Feet long, and 70 Broad; the Roof is ready to be put on; and the Whole, 'tis hoped, will in a short time be finished. . . .

Whitefield, however, missed making one convert, as shown by his farewell letter to Franklin.

Reedy-Island, [Del.] Nov. 26, 1740

Dear Mr. F,

I thank you for your letter. You may print my life, as you desire. GOD willing, I shall correct my two volumes of sermons, and send them [for publication] the very first opportunity. . . .

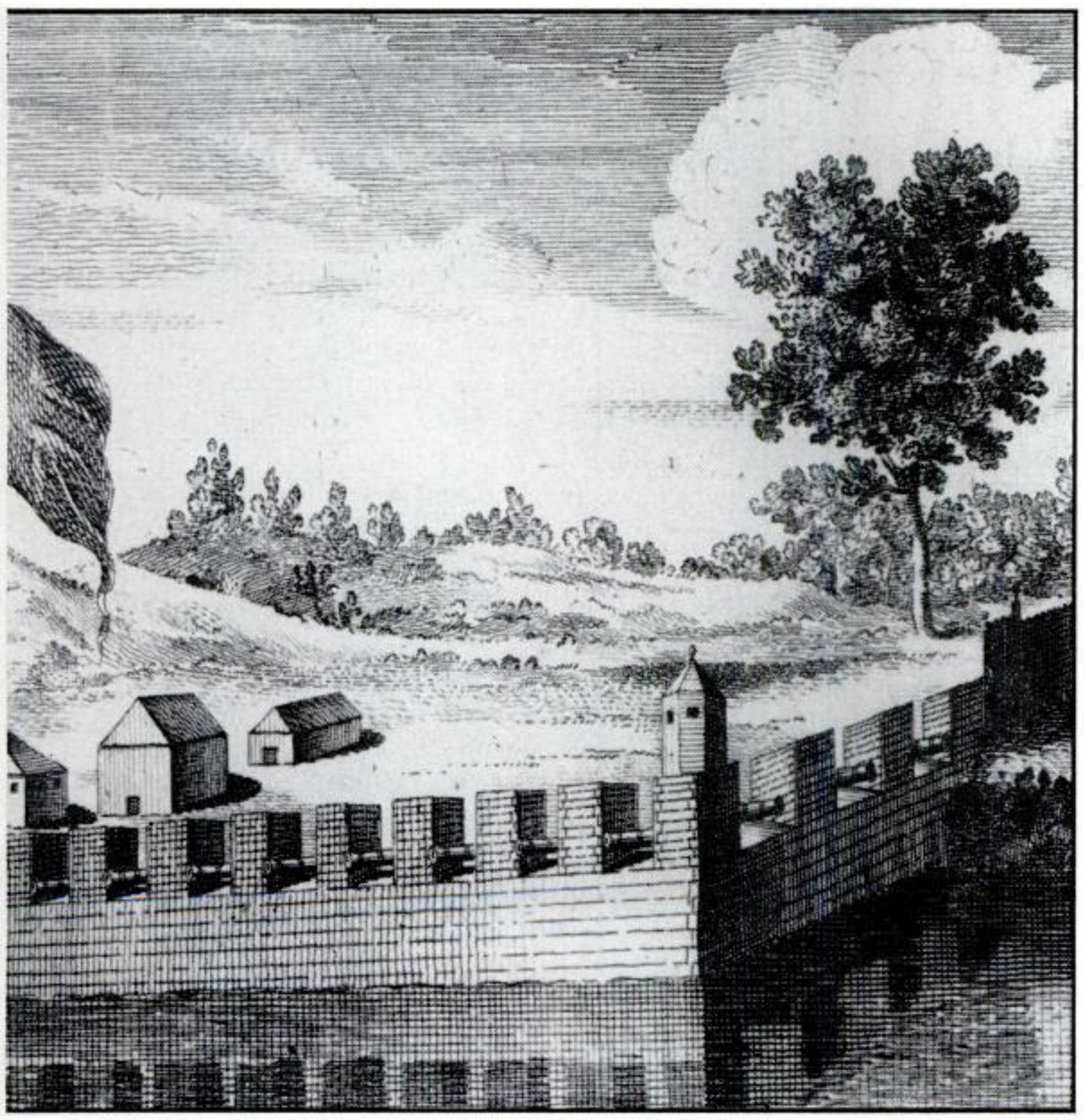
Dear Sir, Adieu. I do not despair of your seeing the reasonableness of christianity. Apply to GOD; be willing to do the divine will, and you shall know it. . . . I have collected, in goods and money, upwards of £700 sterling, for the Orphan-house; blessed be GOD! . . . Your unworthy friend,

G.W.

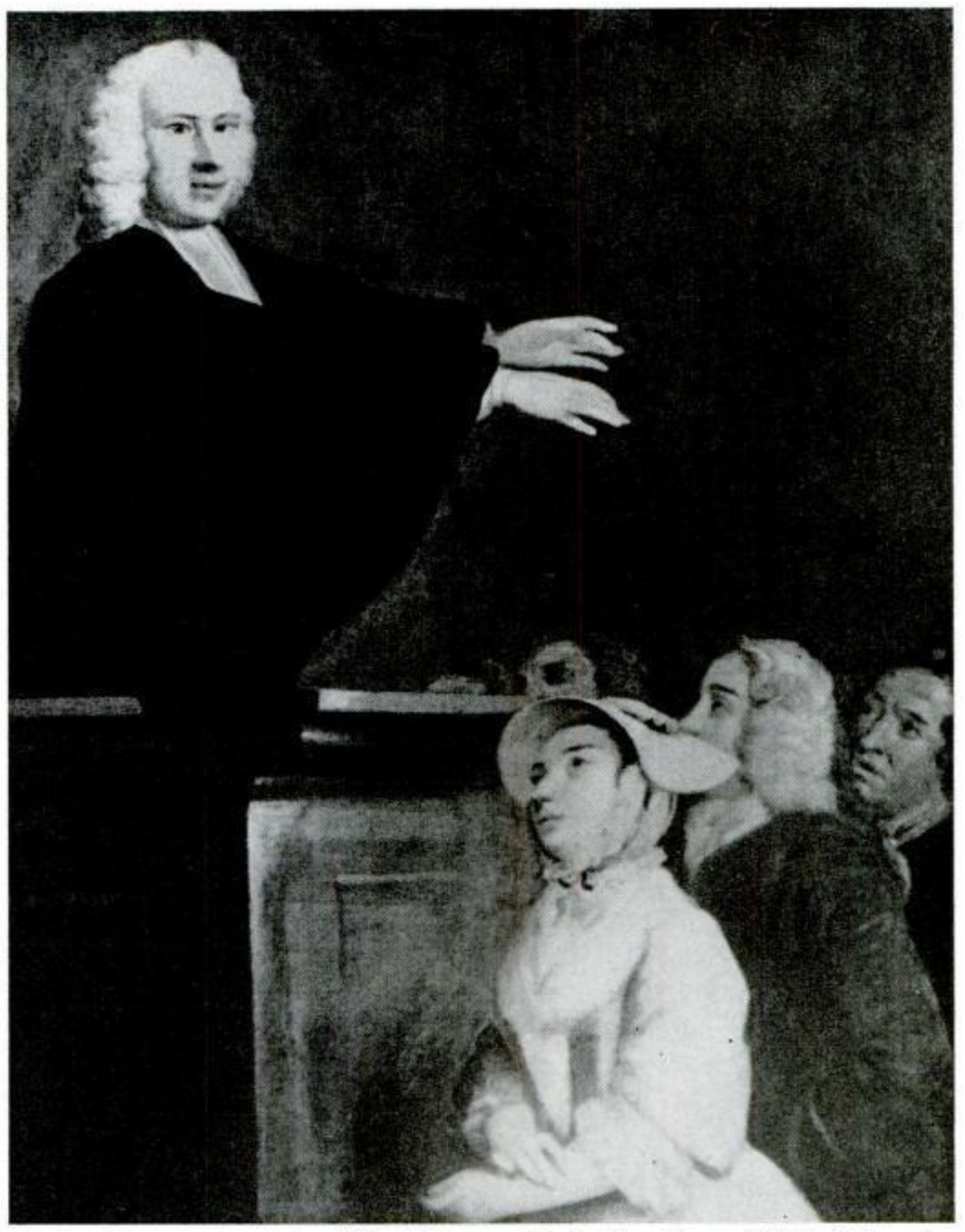
CANNON WON WITH WINE

In 1747 England was at war with France and Spain, and the American colonies were menaced from north and south as well as from the sea. Pennsylvania, since it was founded, had never experienced any serious fighting, but as Franklin warned in a timely pamphlet, *Plain Truth*, "It is a long Peace indeed, as well as a long Lane, that has no Ending." He took the lead in organizing volunteer militia companies and establishing a fort on the Delaware River to protect Philadelphia. The Assembly failed to supply funds for cannon so Franklin printed tickets and organized a public lottery to pay for a battery. What happened next is told in an amusing passage from his famous autobiography.

We bought some old Cannon from Boston, but these not being sufficient, . . . Colonel Lawrence, William Allen, Abram Taylor, Esquires, and myself were sent to New York . . . to borrow some Cannon of Governor Clinton. He at first refus'd us peremptorily; but at a Dinner with his Council there was a great Drinking of Madeira Wine, as the Custom at that Place then was, he soften'd by degrees and said he would lend us Six. After a few more Bumpers he advanc'd to Ten. And at length he very good-naturedly conceded Eighteen. They were fine Cannon, eighteen-pounders, with their Carriages, which we soon transported and mounted



stood duty here with other militia and borrowed some of the cannon on its walls from Governor Clinton of New York after "a great Drinking of Madeira Wine."



REVIVALIST FRIEND of Franklin was Methodist George Whitefield, who preached to thousands of colonists from Massachusetts to Georgia in 1739–40.

on our Battery, where the Associators kept a nightly Guard while the War lasted: And among the rest I regularly took my Turn of Duty there as a common Soldier.

'B. FRANKLIN FOUND A WAY'

Franklin's feat in providing a military force for Quaker Pennsylvania marked the real start of his career in public affairs. Among many who sang his praises was the veteran statesman James Logan, a leading man of the province, who wrote as follows to an English friend.

Stenton 12 mo 28 1749/50

Dear Peter [Collinson]

. . . The Swedes [who had settled early along the Delaware] are not much encreased and in my time here (now above 50 years) are much Anglified as our Term is, nor if we had a War now with France Should we have any reason to apprehend the french in conjunction with the Swedes . . . for B. Franklin found a way in 1747 to put the Countrey on raising above 120 Companies of Militia of which Philadelphia raised ten, of about a hundred men each with some few Germans amongst them, and the women were so Zealous that they furnished ten pair of Silk Colours wrought with various Mottoes. . . .

Benjamin also was the Sole Author of two Lotteries that raised above Six thousand pounds of our Money to pay for the Charge of Batteries on the River. . . . In short he [Franklin] is an excellent yet a humble man, and carried himself a Musket among the Common Soldiers. He is now also putting forward an Academy for the improvement of Youth, for which he [has] already got Subscriptions for above five hundred pounds per annum for five years. . . . [This school was held in the building erected for Whitefield, and became the University of Pennsylvania.] Pray do not imagine that I overdoe it in my Character of BF for I am rather Short in it. . . . He is the prime actor in all this. . . . Thy affectionate

J L

A MAD RIDE IN POLITICS

In 1736 Franklin began serving as clerk of the Pennsylvania Assembly and in 1751 he was elected a member. Here he was involved in interminable quarrels over the rights of the proprietors—the Penn family—who

CONTINUED

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refused to allow their Western lands to be taxed to defend the frontier. Franklin expressed his disgust in a letter to Peter Collinson in London.

Philada June 26. 1755

Dear Friend

. . . I am heartily sick of our present Situation: I like neither the Governor's Conduct, nor the Assembly's, and having some Share of the Confidence of both, I have endeavour'd to reconcile 'em but in vain. . . . If my being able now and then to influence a Good Measure did not keep up my Spirits, I should be ready to swear never to serve again as an Assembly-Man, since both Sides expect more from me than they ought. . . . Did you never hear this old Catch?

There was a mad Man,—He had a mad Wife.
And three mad Sons beside;
And they all got upon a mad Horse
And madly they did ride.

'Tis a Compendium of our Proceedings, and may save you the Trouble of reading them. . . . Your affectionate Friend

B. Franklin

'YOU PROMISED TO SEND KISSES'

On a business trip to Boston in 1754 Franklin, aged 48, met a pretty 23-year-old, Catherine Ray, from Block Island, R.I., who fed him "Sugar Plums" and engaged him in playful conversation. On his return Franklin wrote her a letter in which mild flirtation is mixed with firm renunciation.

Philada March 4. 1755

Dear Katy,

Your kind Letter of January 20. is but just come to hand, and I take this first Opportunity of acknowledging the Favour.

It gives me great Pleasure to hear that you got home safe and well that Day. I thought too much was hazarded, when I saw you put off to Sea in that very little Skiff, toss'd by every Wave. But the Call was strong and just, a sick Parent. . . .

I left New England slowly, and with great reluctance. Short Days journeys, and loitering Visits on the Road, for three or four Weeks, manifested my Unwillingness to quit a Country in which I drew my first Breath, spent my earliest and most pleasant Days, and had now received so many fresh marks of the People's Goodness and Benevolence. . . . Then, like an old man, who, having buried all he lov'd in this World, begins to think of Heaven, I begun to think of and wish for Home; and as I drew nearer, I found the Attraction stronger and stronger, My Diligence and Speed increas'd with my Impatience. I drove on violently, and made such long Stretches that a few Days brought me to my own House, and to the Arms of my good old Wife and Children, where I remain, Thanks to God, at present well and happy.

Persons subject to the Hyp [Hypochondria], complain of the North-East Wind, as increasing their Malady. But since you promis'd to send me Kisses in that Wind, and I find you as good as your Word, 'tis to me the gayest Wind that blows, and gives me the best Spirits. I write this during a N. East Storn of Snow, the greatest we have had this Winter: Your Favours come mix'd with the Snowy Fleeces which are pure as your Virgin Innocence, white as your lovely Bosom—and as cold:—But let it warm towards some worthy young Man, and may Heaven bless you both with every kind of Happiness . . . believe me, Dear Girl, Your affectionate faithful Friend and humble Servant

B. Franklin

BAD NEWS FROM THE FRONTIER

Franklin soon had something more serious to write about, as war flared again with the French and Indians, and the defeat of the English General Braddock left the Pennsylvania frontier wide open to attack. The following letter was to Richard Partridge, Pennsylvania's agent in London.

Philada Oct. 25. 1755

Sir

We have this Day the bad News that the Enemy have last Week surpriz'd and cut off eight Families in the Province: 13 grown Persons were killed and scalped, and 12 Children carried away. They were new Settlers at a place called Penn's Creek near Shamokin. This is a natural Consequence of the loose manner of Settling in these Colonies, picking here and there a good Piece of Land, and setting down at such a distance from each other as that a few Indians may destroy a Number of Familys one after the other, without their being even alarm'd or able to afford one another any Assistance.

The People on the Frontiers have petitioned for Arms and Ammunition for their Defence, 600 good Arms have been purchased and sent up by the Committee of Assembly. . . . And could our Bill for £50,000 have been obtained, a great deal more might have been done. . . . I hope the ensuing Parliament will establish an Union of the Colonies for their common Defence, which will extinguish all these uncomfortable Disputes. I am, Sir, Your humble Servant

B.F.

DOLLARS FOR SCALPS

Governor Morris of Pennsylvania appointed Franklin as a special commissioner to take charge of the Pennsylvania frontier along the Lehigh River, to organize the local militia, purchase supplies and hurry the building of a chain of forts. At Bethlehem, in January 1756, Franklin issued the following orders to a local officer.





FIRE MARKS of Franklin's day, emblems of insurance companies, are still posted on old Philadelphia buildings. "Hand-in-Hand" plaque was mark of first mutual company, which Franklin helped start. "Green Tree" was used by rival.

To Capt. Vanetta, of the Township of Upper Smithfield—

Sir.

You are to proceed immediately to raise a Company of Foot, consisting of 30 able Men, including two Serjeants, with which you are to protect the Inhabitants of Upper Smithfield assisting them while they thresh out and secure their Corn, and scouting from time to time as you judge necessary on the Outside of the Settlements, with such of the Inhabitants as may join you, to discover the Enemy's Approaches, and repel their Attacks . . . Every Man is to be engag'd for one Month, and as the Province cannot at present furnish Arms and Blankets to your Company, you are to allow every Man enlisting, and bringing his own Arms and Blanket, a Dollar for the Use thereof over and above his Pay. . . .

You are to acquaint the Men, that if in their Ranging they meet with, or are at any Time attack'd by the Enemy, and kill any of them, Forty Dollars will be allow'd and paid by the Government for each Scalp of an Indian Enemy so killed. . . .

You are to keep good Order among your Men, and prevent Drunkenness and other Immoralities, as much as may be, and not suffer them to do any Injury to the Inhabitants whom they come to protect. . . .

B. FRANKLIN

ROAST BEEF FROM HOME

Although fat and 50 years of age Franklin was remarkably efficient as a military commander. In midwinter, accompanied by his son William, he marched with 130 soldiers from Bethlehem to Gnadenhütten, a Moravian missionary outpost where Shawnee Indians had massacred 11 people the previous November. His first job was to bury the dead, who still lay among the ruins. Then he quickly built a solid fort of freshly cut pine logs on the site. A letter to his wife tells how he was cheered by some arrivals from his home kitchen in Philadelphia, 80 miles to the south.

TEXT CONTINUES ON PAGE 84

AFTER COLOR PORTFOLIO



POLICE WATCHBOX now stands in yard of Arch Street Meeting of Friends in downtown Philadelphia. Night watchmen used to rest and warm themselves in such shelters between their hourly rounds, and juvenile delinquents of the day sometimes tipped them over. In earliest times citizen-volunteers patrolled the city's streets at night, but Franklin suggested hiring regular men and paying them from a special tax on property, thus giving Philadelphia its first paid police force.

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COLONIAL PHILADELPHIA as Franklin knew it survives in Elfreth's Alley, which was named for a neighbor of Ben's. In one of the narrow row houses at right lived William Maugridge, a ship's joiner, or carpenter, who helped Franklin

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start his Junto in 1727. The cobblestone paving with open gutter in the center may date from about 1760, when Franklin's scheme for paving the streets was first put in effect. Members of some old Philadelphia families still live here.

CONTINUED

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SYLVAN SCENE along the Schuylkill River, in Philadelphia's Fairmount Park, remains much as it was when young Franklin and friends had "many pleasant Walks . . . together on Sundays into the Woods, near Skuylkill, where we read to one another, and conferr'd on what we read." Ben's love for the outdoors was combined with a practical interest in botany which led him to introduce to Pennsylvania new varieties of willow, broom corn, barley, rhubarb and kohlrabi.

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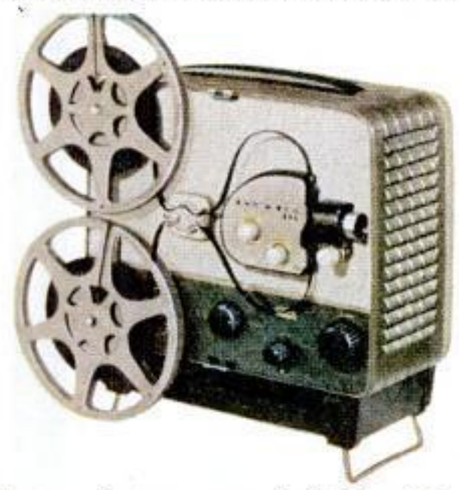
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DYING GENERAL, Braddock, is driven from 1755 defeat near Pittsburgh. As one result of this defeat, Franklin was sent to build forts along frontier.

TEXT CONTINUED FROM PAGE 78

Gnadenhathen, January 25, 1756

My Dear Child

This day week we arrived here. . . . We all continue well, thanks be to God. We have been hindered with bad weather, yet our fort is in a good defensible condition, and we have every day, more convenient living. Two more [forts] are to be built, one on each side of this, at about 15 miles distance. I hope both will be done in a week or ten days, and then I purpose to bend my course homewards.

We have enjoyed your roast beef, and this day began on the roast veal; all agree that they are both the best that ever were of the kind. . . . The apples are extremely welcome, and do bravely to eat after our salt pork; the minced pies are not yet come to hand, but i suppose we shall find them among the things expected up from Bethlehem, on Tuesday. . . .

As to our lodging, 'tis on deal feather beds, in warm blankets, and much more comfortable than when we lodged at our inn, the first night after we left home, for the woman being about to put very damp sheets on the bed we desired her to air them first; half an hour afterwards, she told us the bed was ready, and the sheets *well-aired.* I got into bed, but jumped out immediately, finding them as cold as death, and partly frozen. She had *aired* them indeed, but it was out upon the hedge. I was forced to wrap myself up in my great coat and woollen trowsers. . . .

As I hope in a little time to be with you and my family, and chat things over, I now only add, that I am, Dear Debby, Your affectionate husband,

B. Franklin

DREAM OF THE BEAUTIFUL OHIO

Franklin was now almost constantly engaged in public business and traveling about the colonies. In a letter to the Reverend Mr. Whitefield in England he revealed his longing to do something new and different to crown his career with a blaze of glory—not realizing, of course, that his greatest fame was still ahead.

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WHAT'S SO GOOD ABOUT FRONT WHEEL DRIVE? It pulls you smoothly rather than pushes you along the road. Improves traction. Improves handling on all wet surfaces. Example: Push a wheelbarrow through mud. When the going gets rough, turn it around, grasp the handles and pull. It's far easier because you're applying front wheel drive. It also eliminates what you don't need. Since power is applied directly to the front wheels, the annoying transmission tunnel is gone. Floors are flat and spacious in the DKW.

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WHAT'S THE BENEFIT TO YOU? Plenty! There are fewer parts to adjust or replace. Less to repair and maintain. Fewer bills. You'll get up to 30 mpg. And this unique engine requires no oil change, ever. Oil is added to the gas for very efficient lubrication by oily vapor. And in bitter cold weather, no starting problems. There's no oil to gum up the pistons. The DKW will start at 60° below zero in under a minute, unaided.

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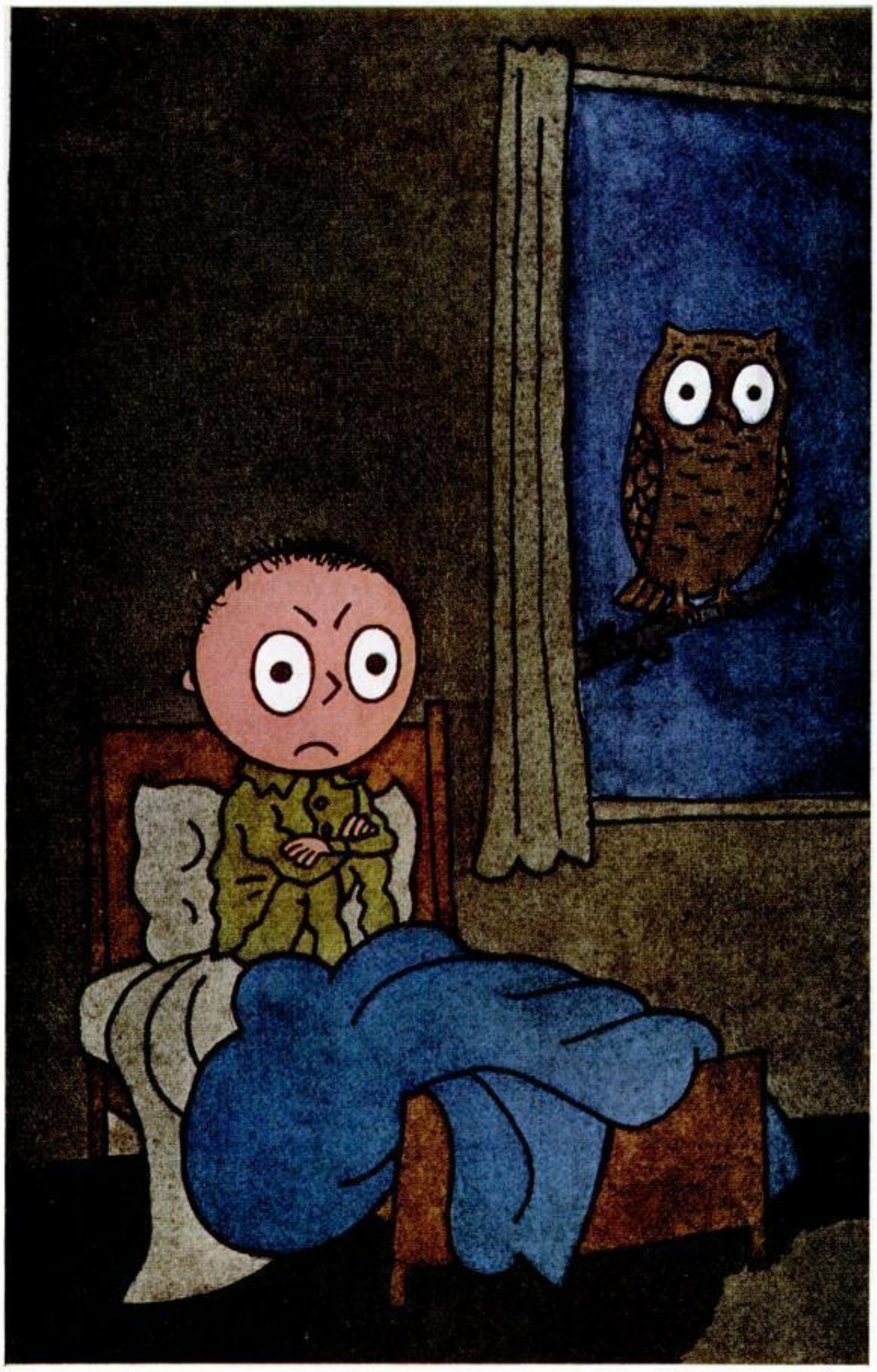
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PROPAGANDA FOR DEFENSE, cartoon issued by Franklin. has farmer praying for help. The caption urges "God helps them who help themselves."

FRANKLIN CONTINUED

New York, July 2. 1756.

Dear Sir

I received your Favour of the 24th. of February with great Pleasure, as it inform'd me of your Welfare; and express'd your continu'd Regard for me. . . . You mention your frequent wish that you were a Chaplain to an American Army. I sometimes Wish, that you and I were jointly employ'd by the Crown to settle a Colony on the Ohio. . . . What a glorious Thing it would be, to settle in that fine Country a large strong Body of Religious and Industrious People! What a Security to the other Colonies; and Advantage to Britain, by increasing her People, Territory, Strength and Commerce. Might it not greatly facilitate the Introduction of pure Religion among the Heathen, if we could, by such a Colony, show them a better Sample of Christians than they commonly see in our Indian Traders, the most vicious and abandoned Wretches of our Nation? . . .

Life, like a dramatic Piece, should not only be conducted with Regularity, but methinks it should finish handsomely. Being now in the last Act, I begin to cast about for something fit to end with. . . . In such an Enterprise I could spend the Remainder of Life with Pleasure. . . . Your most obedient humble Servant

B. Franklin

A DEAL WITH COLONEL WASHINGTON

As deputy postmaster-general in America, Franklin visited Virginia early in 1756 and met young George Washington, who had recently won much fame on the Braddock expedition. After Franklin's return he wrote to Washington about continuing postal service to the army.

Philada. Augt. 19. 1756

Sir

I have your Favours of July 23. and Aug. 3 . . . and shall readily take care of any other Letters from you, that pass thro' my hands. The Post, between this place and Winchester [Virginia] was established for the Accommodation of the Army chiefly, by a vote of our Assembly; they are not willing to continue the Charge, and it must I believe be dropt unless your Assembly and that of Maryland will contribute to support it. . . . I am sorry it should be laid down, as I shall my self be Loser in the Affair of [delivering] Newspapers. . . . If you can prevail with your Assembly to pay the Rider from Winchester to Carlisle, I will endeavour to perswade ours to continue Paying the Rider from Carlisle hither. . .

I am, sir, with great Esteem and Respect, Your most obedient humble Servant.

B. Franklin

P.S. We have just receiv'd News, that the Delaware Indians with whom we treated lately at Easton, have burnt the Goods they receiv'd as Presents, and resolv'd to continue the War.

CONTINUED

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SPANISH DANCER?



TEENAGE QUEEN?



SOPRANO?



BIG TYCOON?



RIVETER?



GRANDMOTHER?



LITTLE GENTLEMAN?



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ONE PAPER NAPKIN YOU DON'T NEED THREE OF!



REVIEWING REGIMENT, Colonel Franklin (*center*) sees 1756 parade. One paper wrote, "So grand an appearance was never seen in Pennsylvania."

'THE PEOPLE HAPPEN TO LOVE ME'

As the most influential man in Philadelphia, Franklin was a natural choice for colonel of the city's militia regiment in 1756. But his popularity was most unwelcome to Thomas Penn in London, who correctly saw that Franklin's political power spelled trouble for the proprietors. When Franklin's regiment staged a military parade in his honor, the word went around the British capital that Franklin had a swelled head. He answered in a sharply worded letter to Peter Collinson.

Nov. 5. 1756

Dear Friend

. . . You write that "you hear I ride about with a Party of Men with drawn Swords, which gives great Offence to some Folks." I wonder who could think it worth while to send such trifling News to England, or how it has been represented so as to give Offence.

I must tell you the Matter as it was. The People happen to love me. Perhaps that's my Fault. When I was on the Frontier last Winter, a great Number of the Citizens, as I was told, intended to come out and meet me at my Return, to express their thankful Sense of my (small) Services. To prevent this, I made a forc'd March, and got to Town in the Night, by which they were disappointed, and some a little chagrined. But as I could not fully conceal the Time of my Setting out for Virginia, 20 Officers of my Regiment with about 30 Grenadiers, presented themselves on Horseback at my Door just as I was going to mount, to accompany me to the Ferry about 3 Miles from Town. Till we got to the End of the Street, which is about 200 Yards, the Grenadiers took it in their Heads to ride with their Swords drawn, but there they put them up peaceably into their Scabboards, without hurting or even terrifying Man, Woman or Child. . . .

I, who am totally ignorant of Military Ceremonies, and above all things averse to making Show or Parade, or doing any useless Thing that can serve only to excite Envy or provoke Malice, suffer'd at the Time much more Pain than I enjoy'd Pleasure, and have never since given an Opportunity for any thing of the Sort.

The Proprietors you write me word, are greatly incensed at some Part of my late Conduct. I am not much concern'd at that, because if I have offended them *by acting right*, I can, whenever I please, remove their Displeasure *by acting wrong*. 'Tho at present I have not the least Inclination to be in their good Graces on those Terms. . . . Your obliged humble Servant

B. Franklin

PART THREE: FRANKLIN
THE SCIENTIST
IN A FORTHCOMING ISSUE

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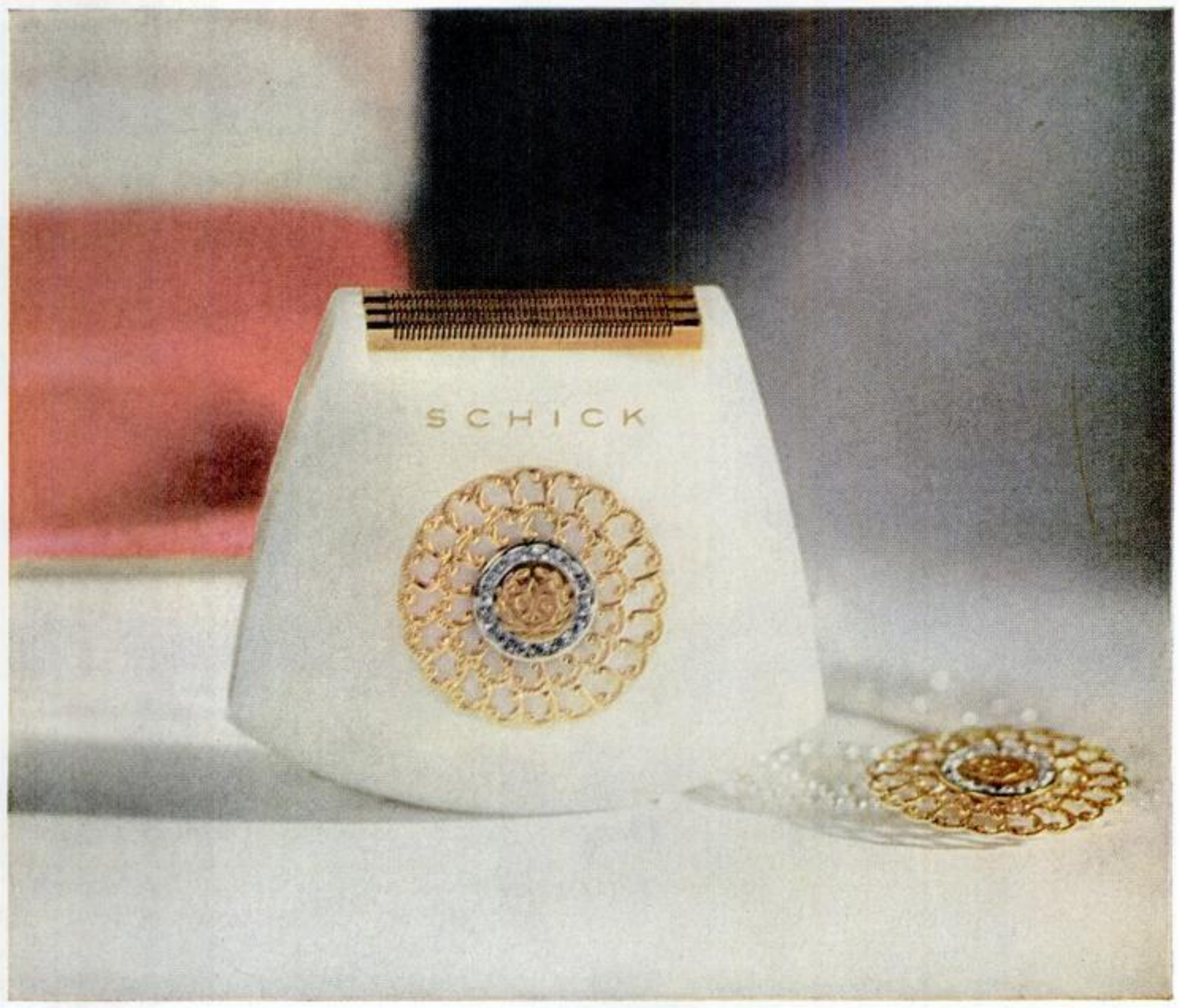
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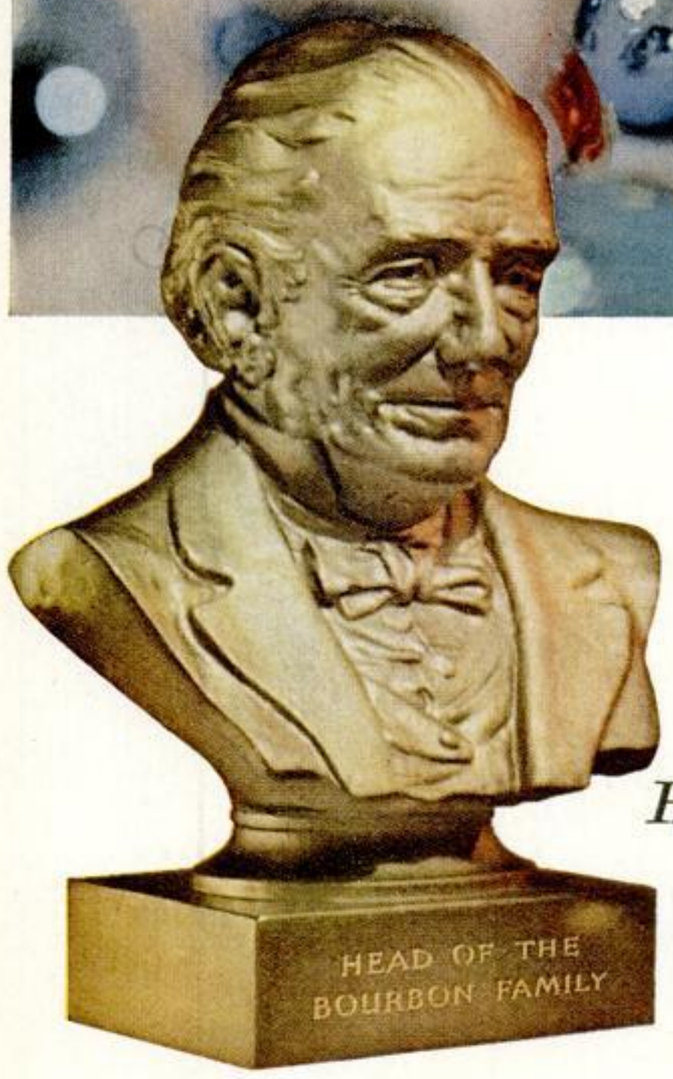


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For the holidays....





Head of the Bourbon Family

Lighter, milder 86 proof

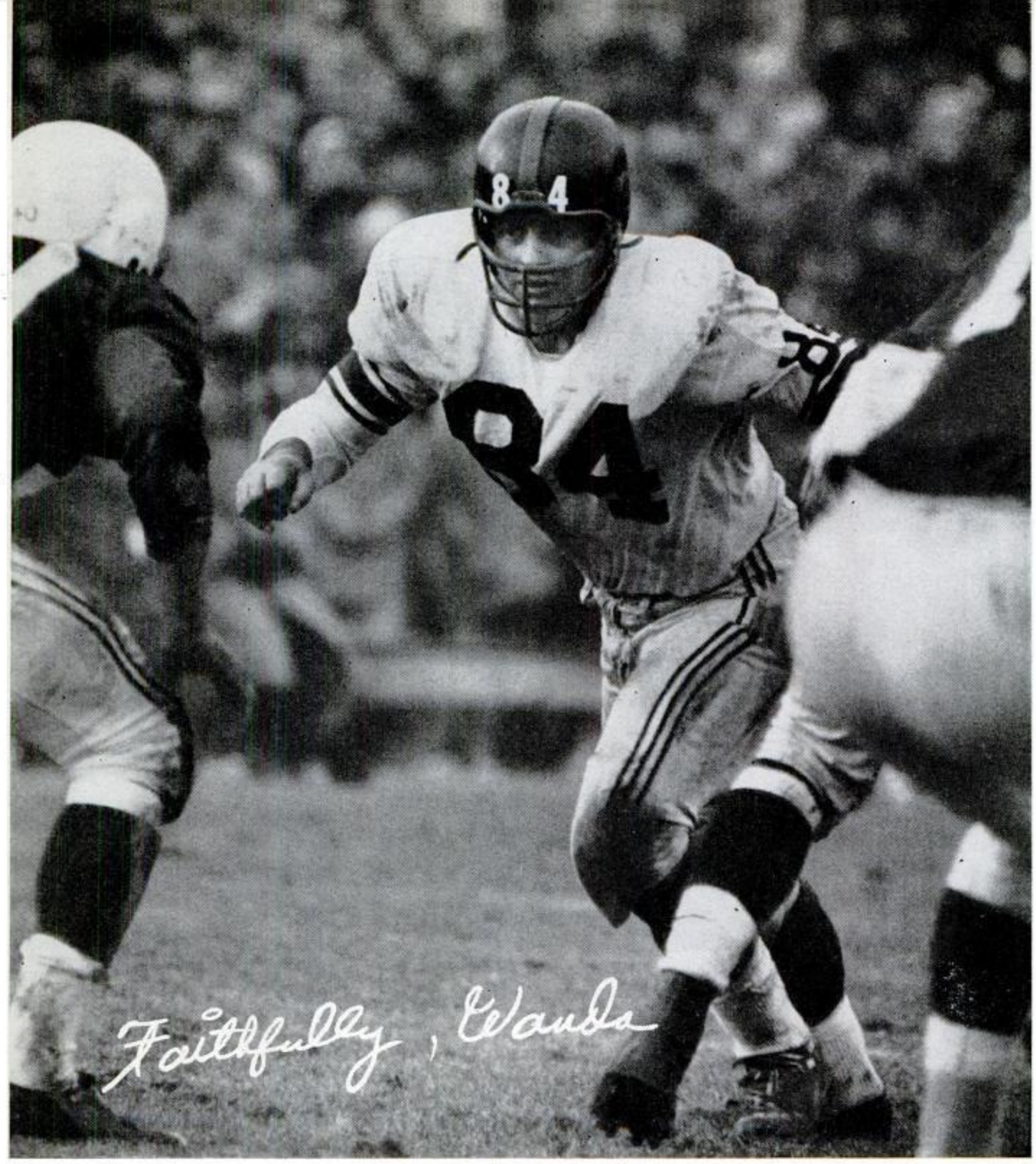
OLD GRAND-DAD

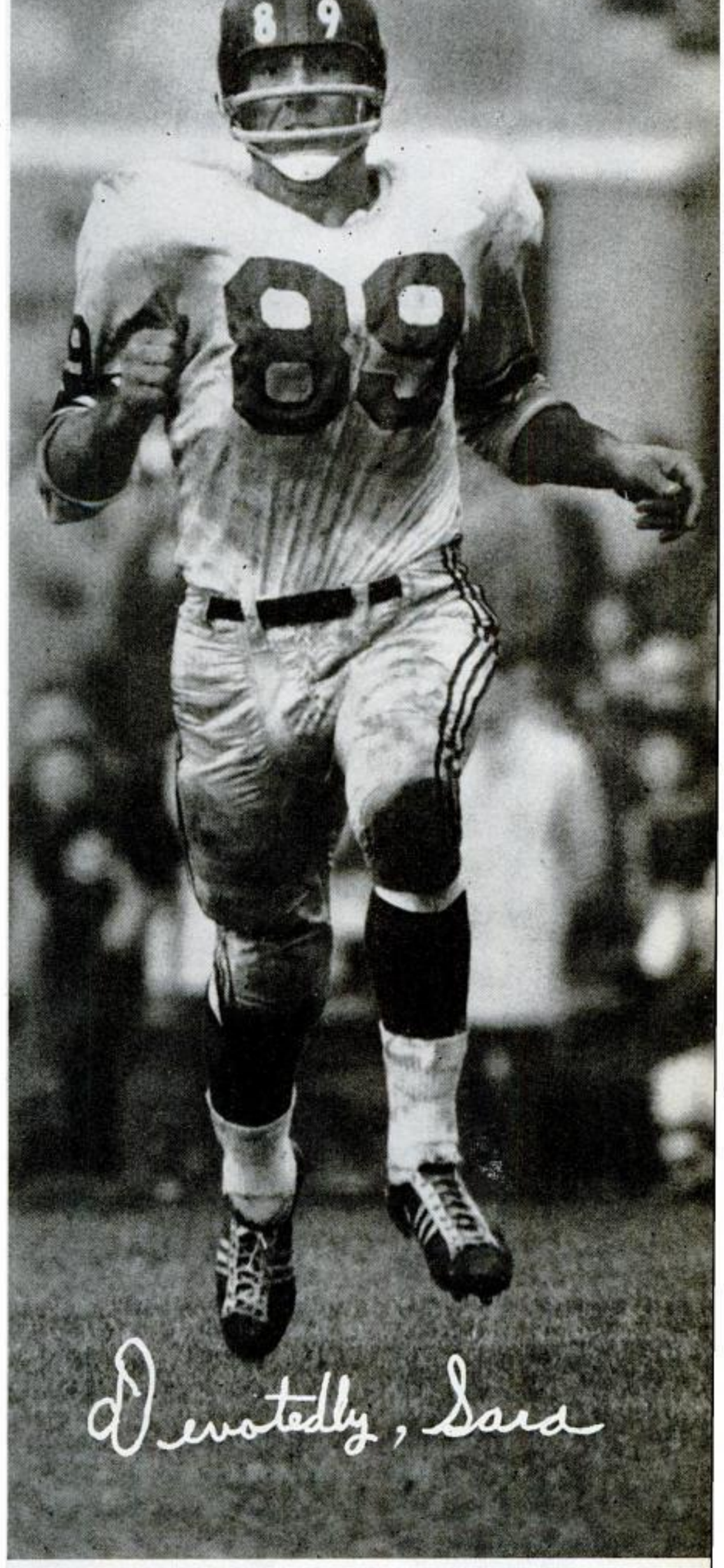
Here is the 86 proof Kentucky Bourbon you *know* your friends will like! It comes from the same barrels as our famous 100 proof bonded bourbon —assurance of rich, deep Kentucky flavor in a mild and gentle drink. The more your friends like bourbon the more they'll welcome 86 proof Old Grand-Dad—beautifully gift-wrapped for the holidays.

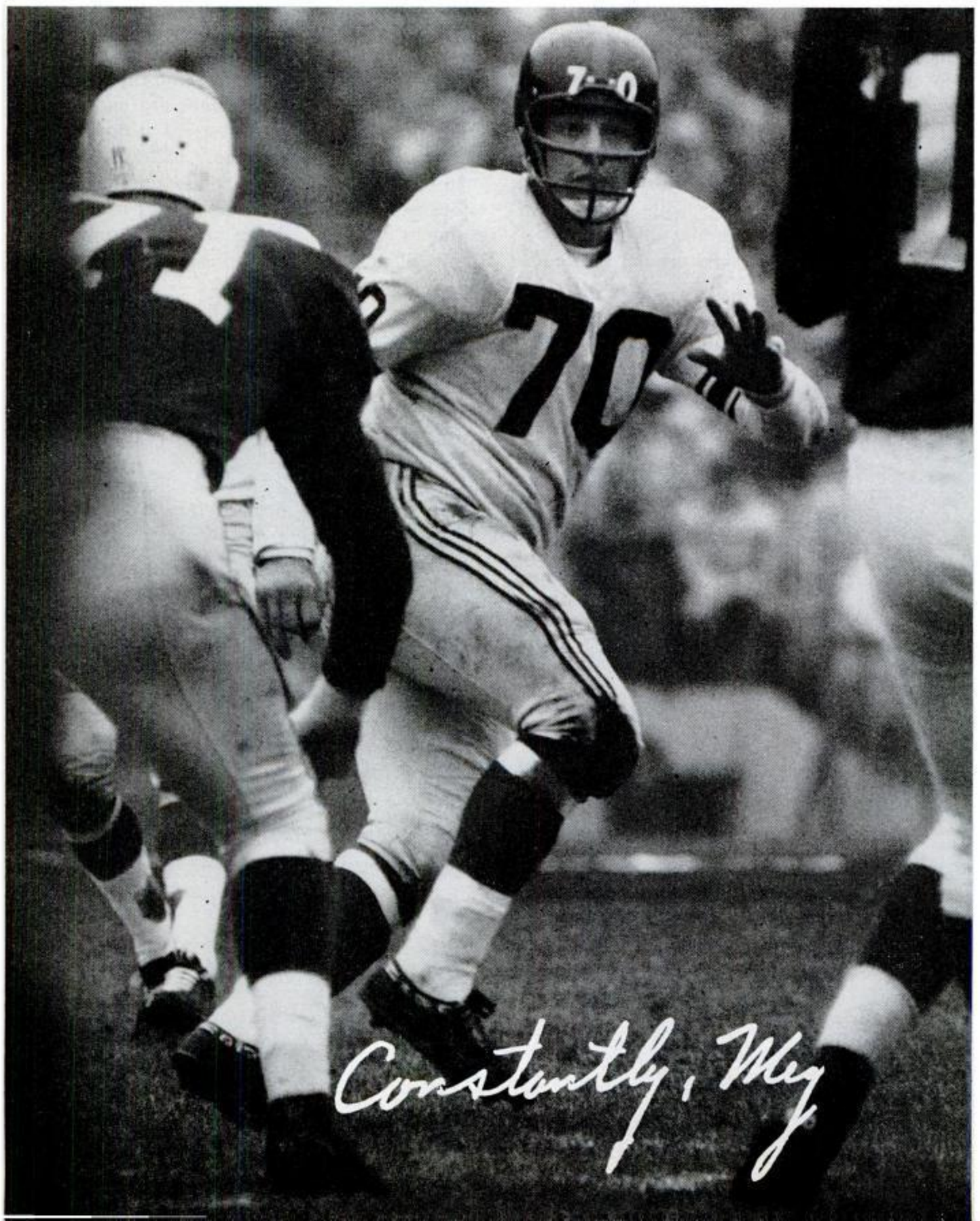
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Greetings to Our Victims in Play-off







WHO ARE SARA, MEG AND WANDA? TO FIND OUT, TURN THE PAGE

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NO QUARTER FOR A QUARTERBACK is shown by the overpowering Giant defense. Here "Meg" Huff (obscured by No. 84, "Wanda" Svare) grabs Ralph Guglielmi of the Redskins as three teammates swarm in. On this page Giants wear dark jerseys for home game while in other pictures they wear white for road game.

ROUGH TRIO LEADS GIANTS' SAVAGE, SUCCESSFUL DEFENSE

The improbable autographs on the pictures of the players on the previous page are not playful terms of endearment but serious code names used for a rough purpose. During the New York Giants' football games, when the signal caller in the defensive huddle wants to refer to 214-pound Harland Svare, he calls him Wanda. When he has an assignment for 230-pound Sam Huff, he refers to him as Meg. Two-hundred-fifteen-pound Cliff Livingston is called Sara. Thus the girlishly named gang is the most effective trio of linebackers in pro football today and the nucleus of the most devastating defense in modern football.

With the season almost over, Wanda, Meg and Sara, along with the Giants' defensive linemen and the backs, have held the opposition to 15 points a game—a meager total in pro football with its free-wheeling offense. This stinginess has put the Giants out in front of their conference and made them almost sure bets to greet either the Baltimore Colts or the San Francisco 49ers in the big play-off game.

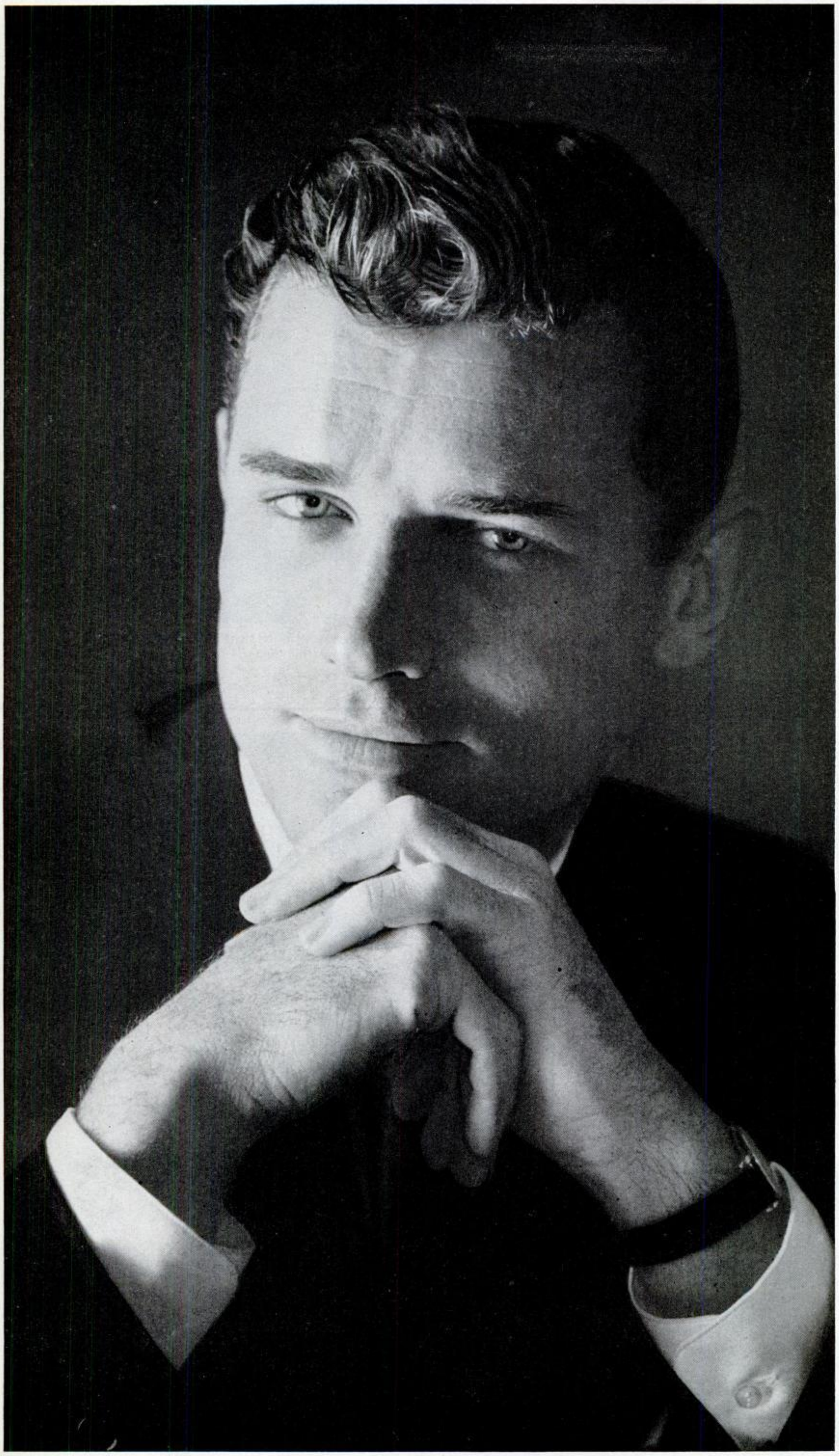
The Giant defensive codes are not limited to girls' names. A list of colors—"red, yellow, blue, green"—shouted at the line of scrimmage gives last-second changes in assignments. Then Sara might "blitz" (go straight in) or all three might "red-dog" (mob the passer). In the secondary, dance names are used for different types of pass defense. On one play the backs will do a "mambo," a "tango" on the next. Even though the code names are serious business, they have their lighter uses. "Girls' names are nice," "Meg" Huff explains. "They sort of draw the tension away in the huddle."

TACKLING FOR KEEPS, THE GIANTS' TWO DEFENSIVE ENDS, ANDY ROBUSTELLI (81) AND JIM KATCAVAGE, DEMOLISH GUGLIELMI BEHIND THE LINE OF SCRIMMAGE



CONTINUED

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Aftermath of a lovely disturbance

when Wind Song whispers your message—he can't get you out of his mind

You are unique when you wear Wind Song . . . because Prince Matchabelli created this perfume to *diffuse differently on each woman who wears it.*

You are the lovely disturber that wakens its fragrance to fulfillment. As it warms against your skin, Wind Song becomes the warmth and rhythm of your own special pulse beat . . . your pulse beat is Wind Song come to life.

Wind Song is the subtlest form of communication between woman and man. Its aftermath is a lingering and memorable message . . . the message is *you.*

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BY Prince Matchabelli

Cologne Spray Mist 3.50
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STORMING THE LINE, Giant defensive team rears up and roars ahead in one massive charge to block placement kick. In all-out rushing situations like this "Wanda" Svare (84) and other backs move right into the line. At brutal, bone-crushing line play nobody surpasses the Giants. "We just love to hit," says Huff.

IN SKIING...
EXPERIENCE
IS THE GREAT
TEACHER

IN SCOTCH...
TEACHER'S
IS THE GREAT
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Othmar Schneider, Olympic Ski Champion, instructor and ski film producer.

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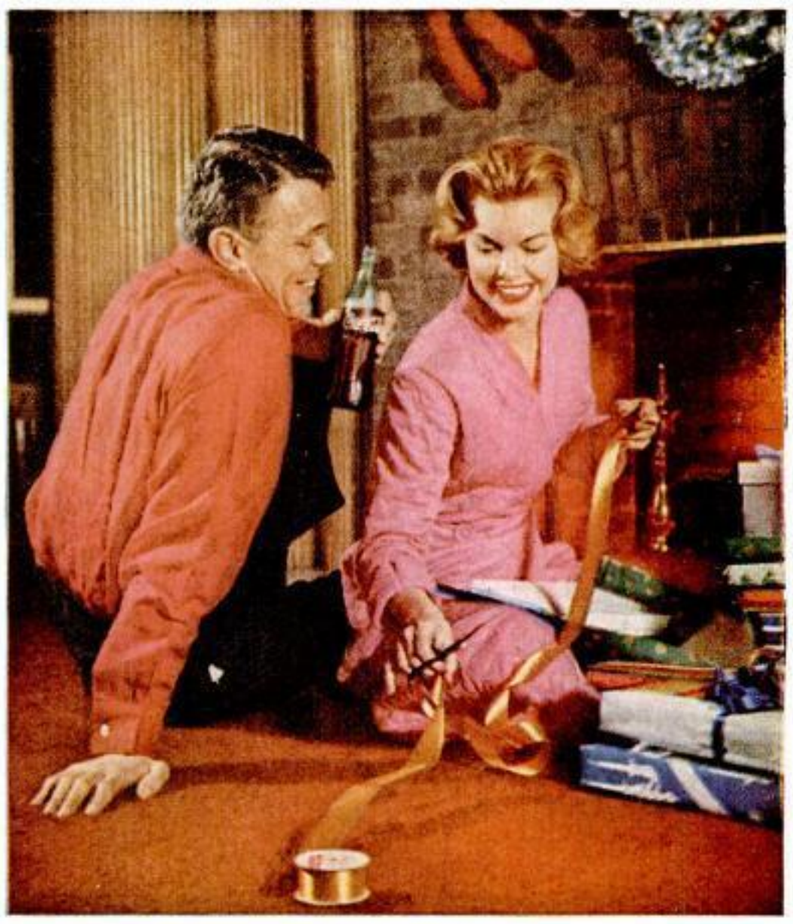


AMERICA PAUSES

for the Happiest Pause of all







Merry Christmas!

The Pause that makes the whole world rejoice as one.

The Day of colored lights . . . of fragrant evergreens . . . ribbon wrappings.

The Day of heartfelt song . . . and hopeful prayer.

The Day of tender gifts and parties, too.

And while we pause to make our gifts . . . to sing our songs . . . to pay our friendly visits . . . there is always Coke.

Coca-Cola with the lively lift . . . the cold crisp taste to help you be really refreshed during this happiest pause of all!



THE PAUSE THAT REFRESHES

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IF YOU WISH THEM THE BEST — WHY NOT GIVE IT?

Schenley *The Whisky of Elegance in the Decanter of Elegance*

A full fifth of incomparable Schenley, magnificently gift-wrapped in rich embossed foil at no extra cost. Remove the cellophane sleeve and it's ready to give. Handsome year-round quarts, pints and half pints also gift-wrapped in the same beautiful foil.

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FROM HIS BARN NEAR PLATTEVILLE, WIS. MERTON WEITTENHILLER VIEWS 220-ACRE FARM, ALL IN "SOIL BANK." U.S. PAYS HIM $2,000 A YEAR FOR FALLOW ACREAGE

THE FARM PROBLEM, PART III

MEN ON A MARGIN

Too many try farming and some authorities comment on solutions

The farmer above feels lighthearted enough about the farm problem to spoof the help he gets from the government for conserving his small farm and keeping it out of production. But to many others like him, scraping a thin living off their marginal land, neither farming nor government aid are joking matters. These small-income farmers represent two stern aspects of the thorny farm problem: there is too much land in production; there are too many people still dependent on farming for a living.

In Parts I and II of its series on the farm crisis, LIFE has shown the huge cost and size of surplus subsidy. This final instalment depicts the plight of the marginal farmer and presents the suggestions of farm experts (*pp. 106–107*) and political candidates (*pp. 110–111*) on ways of working out of the present farm morass.

The two million marginal farm operators—the ones who barely scrape out a living—grow only a small 15% of the country's total production. Though they use little of the government subsidy money, they do add to the surplus that plagues U.S. agriculture. It would be better for many of them if they would leave the land and join the urban labor force —and it would also ease farm overproductivity. But now the only working method of taking land out of production is retiring it in the "soil bank," paying farmers for letting acreage lie unused. This year about 5.5 million more acres will go into the soil bank on which the government pays an average annual rental of $11.53 an acre. Getting farmers to retire acreage is a much easier solution to overproduction than getting marginal farmers to leave the land for other jobs. Economists think that retiring acreage is the less effective and more expensive solution. But to political figures talk about cutting down "too many farmers" is dangerous.

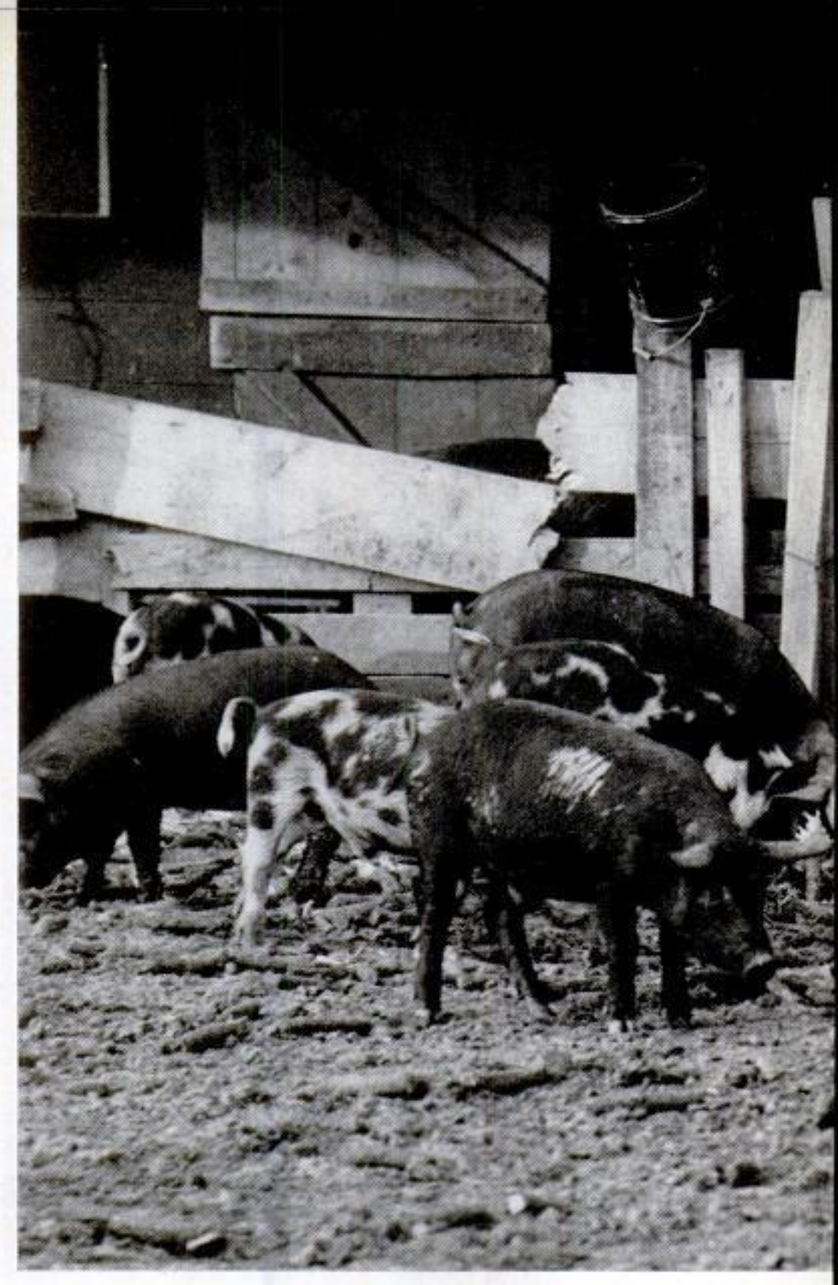
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BARELY MAKING IT PAY

With supplies high and prices slipping, U.S. farmers are now feeling a sharp loss of income and their purchasing power is the lowest since 1940. Hardest hit are the farmers who can least afford it, the small commercial farmers working inferior land. They lack adequate capital to improve their holdings. Much of their effort goes into producing their own food. They don't have the mechanical aids that would make them more efficient. They get little benefit from subsidy and high supports because their yield is low and in many cases they cannot afford to store crops and wait until the government makes payment. Most often they are forced to market their crops locally for immediate, lower-than-support prices. Because surpluses lower market prices, they get little profitable return on what they do sell.

Some 800,000 farm people leave the land each year. The marginal producers could not hang on without loans from the Farmers Home Administration. But other, less material, factors keep them tied to the land. "We farmers are a special breed," says Iowan Hugh Landa (*right*). "I want my children to grow up on a farm. I wouldn't know what to do in town."



Hard pull in corn, hogs

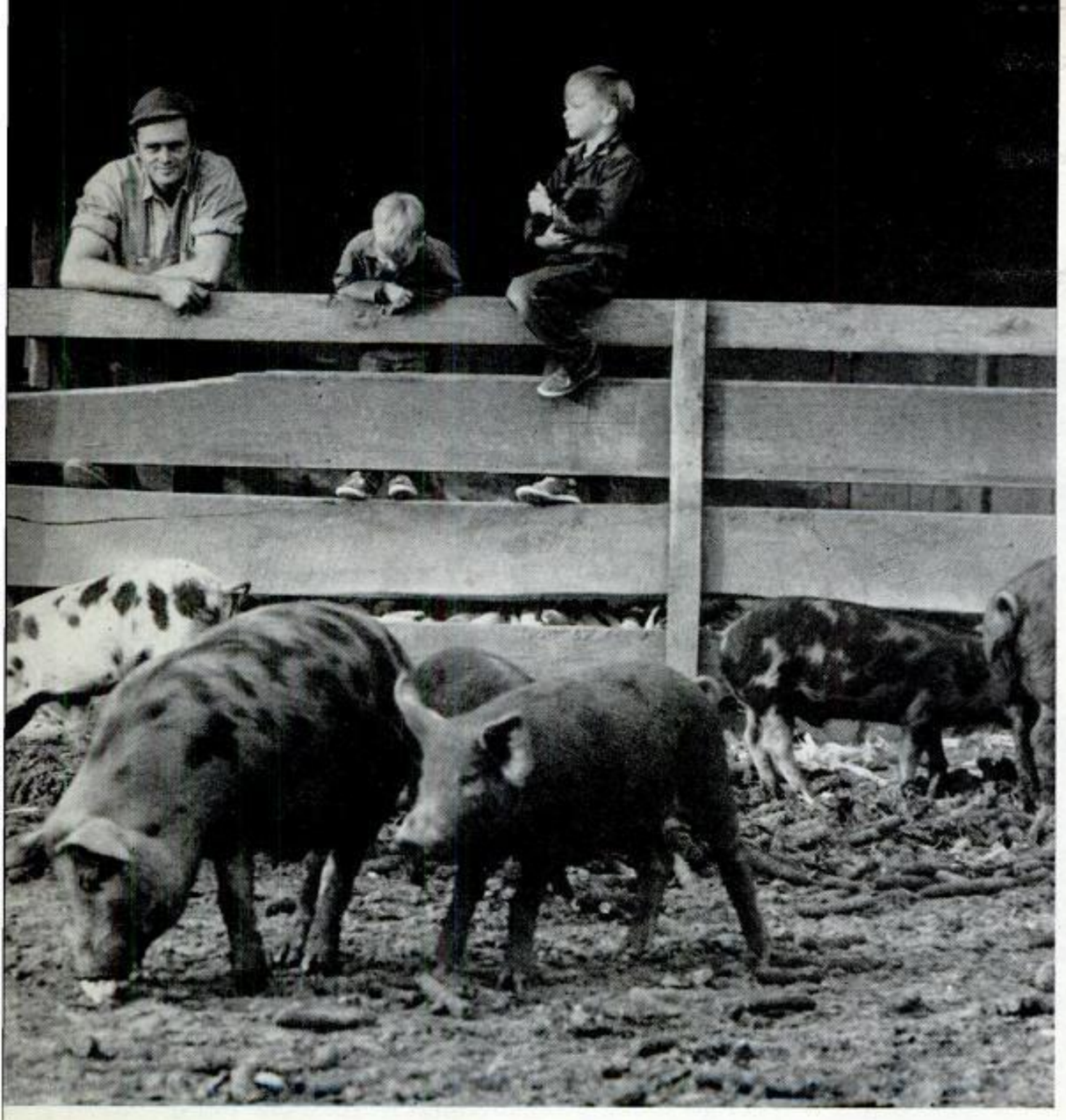
Hugh Landa, with his children perched nearby, looks over some of his hogs on his 112-acre corn farm near Williamsburg, Iowa. Last year he grossed $10,000 but because of debts on land, equipment, rising living expenses, he just got by. To help meet costs he has taken a night-shift job in a Cedar Rapids bakery.



At Defeated, Tenn., just about even

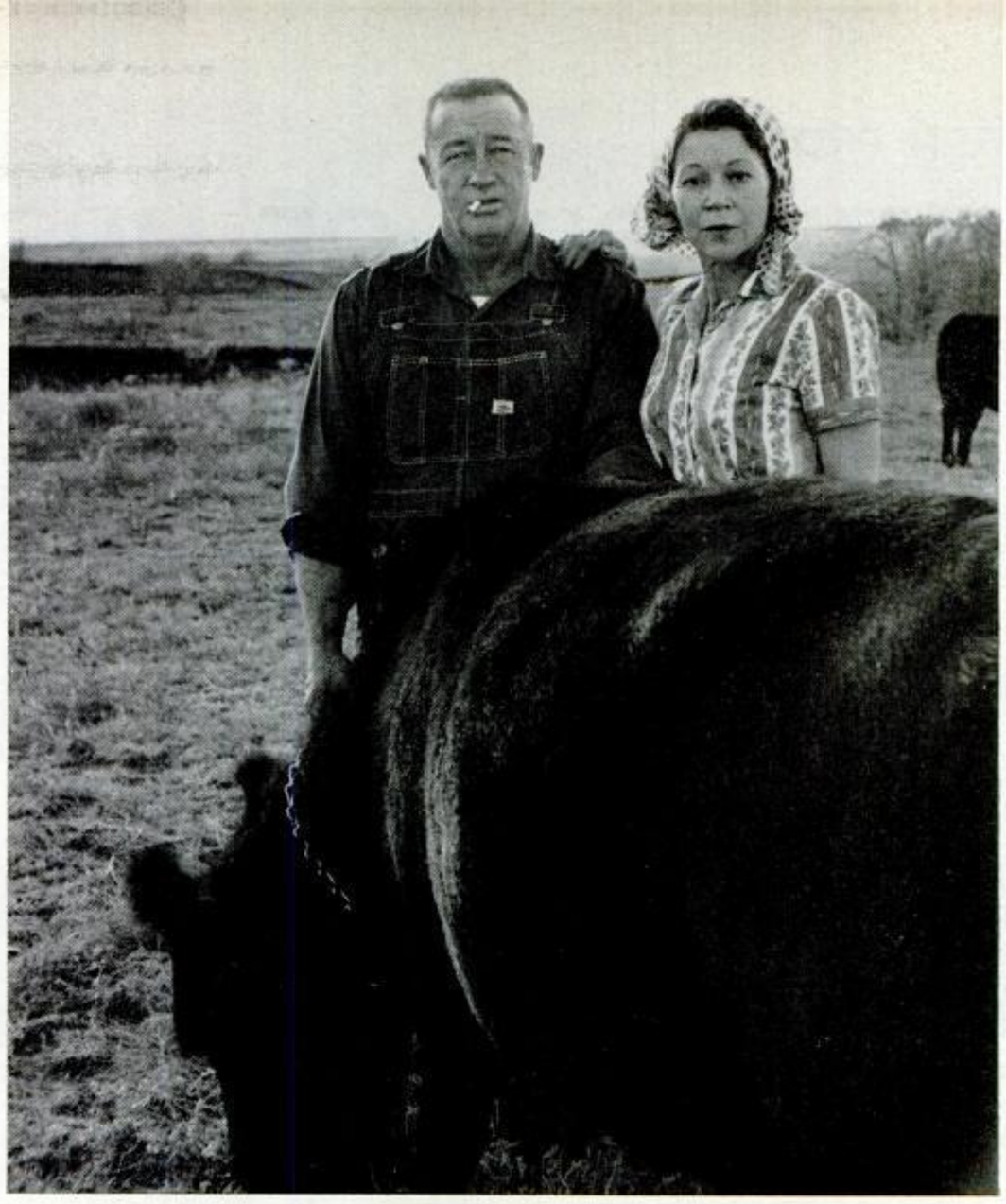
Plowing his hilly tobacco land near Defeated, Tenn., 50-year-old Ottie Nixon just about breaks even. He owns 76 acres, seven milk cows and eight beef cattle, a few chickens and mules Ellis and Henry (*above*). He will gross about $3,000 from his crop and help pay his expenses by selling six calves.





A meager living by doing many things

Outside their tiny two-room house on reservation land in Stevens County, Washington, Eric Rajewski, his Spokane Indian wife and three of seven children repeat their daily chores—splitting firewood, taking in clothes, feeding the chickens. They harvest wheat on 23 of their 120 acres, raise a few horses. But their net farm income is less than $700 this year. Rajewski works a 40-hour week at a nearby uranium mine, traps and hunts in winter to help supply food for the table.



A 2,000-acre ranch that doesn't pay

Rancher Paul Bodine and his wife have 2,000 acres of dry grazing land near Calhan in eastern Colorado—and a backlog of farm problems. He raises about 40 Angus cattle and 200 hogs but a heavy mortgage and severe droughts of the last five years keep his operation uncomfortably marginal. He contract-harvests other people's wheat, making just enough to pay instalments on his combines. His wife meets household expenses by working as local postmistress 10 hours a day.

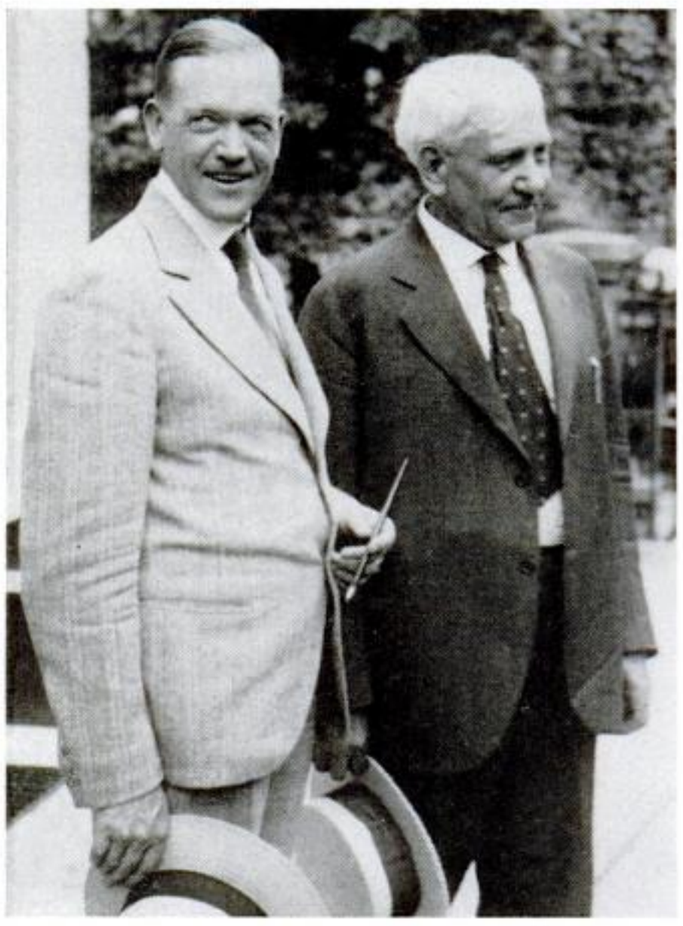


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A HISTORY OF UPS, WAY DOWNS, AND



HOMESTEADERS of 1901 gather outside land offices in Lawton, Okla. to obtain new government land grants. Although there was an early rush in the 1860s by Civil War veterans to homestead, biggest distribution of land came after 1890. Recent Alaska settlers obtained land under original Homestead Act.



FARM SUPPORTERS, Senator Charles McNary (*left*) and Representative Gilbert Haugen, pushed farm aid bill that passed, much modified, in 1929.



PLOWING CROP UNDER, a Georgia farmer destroys acre of cotton to qualify for AAA aid of 1933. In year 10 million acres of crop were destroyed.

The history of farming in the U.S. is marked by the ruts and ridges of desperate problems and headlong solutions. In rural America of a century ago the farm problem was an individual one of digging a living out of the land.

The government's first major enterprise in farming was the Homestead Act of 1862, enacted in part to give returning Civil War soldiers a chance to get new starts. The act gave 160-acre plots to anyone who would work them for five years, and although many homesteaders failed and others worked under great hardship, U.S. agriculture advanced into a golden prosperity. The supply of food grew less rapidly than the population and the production of other goods. Farm prosperity reached a peak in 1910–14, a period of "pure competition" for the farmer. Demand was heavy through World War I, his prices were high.

The downward spiral of prices started in the 1920s as production, boosted by mechanization, outstripped demand. Congress passed an Emergency Tariff Act in 1921 that put many crops under protection but in 1924 one out of every six farmers went bankrupt. A forerunner of the modern subsidy plans appeared in the McNary-Haugen bills, twice passed by Congress but vetoed by President Coolidge. One provision, which set up a $500 million fund to "stabilize" prices, later became law.

Farm distress deepened with the Depression. Within three years gross farm income fell 50%. Faced with mass foreclosures, farmers revolted. They threatened judges and invaded sheriffs' sales demanding return of property to owners. In the heat of crisis, the first Agricultural Adjustment Act was passed by Congress in 1933. It gave benefit payments to farmers who cut production of surplus crops. As a shocked nation watched, farmers obeyed the AAA and plowed under millions of acres of growing cotton and killed thousands of little pigs to keep them from going to market. Farm relief spread under the New Deal which set up the first machinery to carry out crop storage and stabilize prices.

During World War II high supports and huge demand goaded all-out production, bringing farming to its peak prosperity—and leading to the postwar chaos of subsidy and surplus.



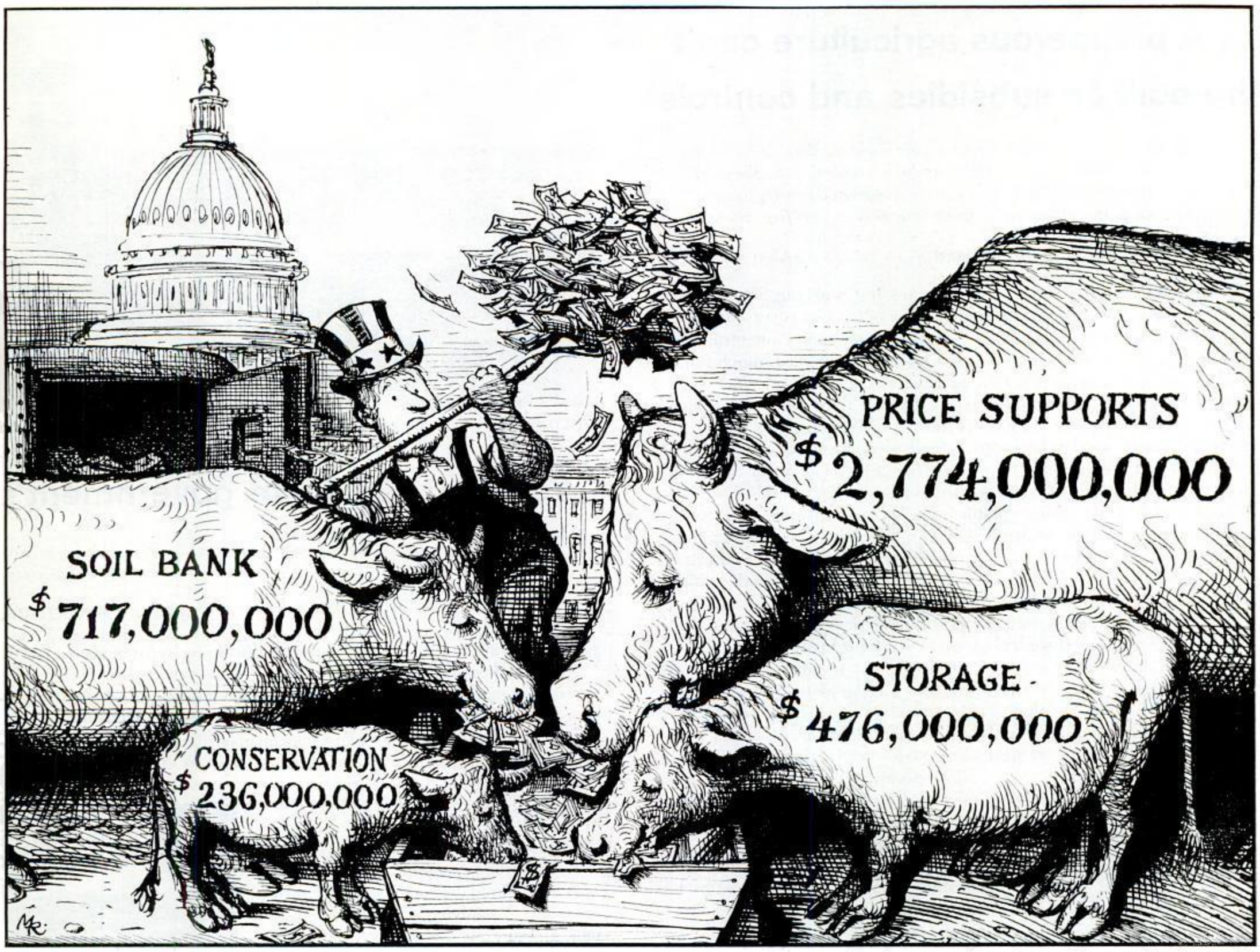
REBELLING FARMERS at foreclosure sale in Bowling Green, Ohio during Depression shout down bid by finance company representative (*wearing derby, center*). Farmers got $800 worth of a neighbor's property for $14, returned it to him.



MIGRANT FARMERS leave South Dakota for California in 1936 version of a covered wagon. The Depression and drought drove many people off the land. In 1933 alone an estimated 350,000 lost their farms, largely through foreclosures.

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ENORMOUS GOVERNMENT SUPPORTS



WELL-FED FARM PROGRAM now requires these huge annual expenditures to keep it going. Besides these major costs to the government, the Department of Agriculture spends some $2.5 billion to operate its other functions for the improvement of farming. The department's services and money-distributing obligations have become so large it takes a staff of 70,000 spread throughout 50 states and an annual budget of $6.7 billion a year to administer the program.



LEND-LEASE FOOD drained surplus in World War II. Some is received in England by British Food Minister Lord Woolton (*left*) and Averell Harriman.



FOES ON POLICY, Agriculture Secretary Charles Brannan (*speaking*), Farm Bureau President Allan Kline (*left*) debate Brannan's high supports in 1950. →

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PROGRAMS OF EXPERTS TAKING

'A prosperous agriculture can't be built on subsidies and controls'

In these articles, written for LIFE, *three outstanding U.S. farm figures give their ways to solve the farm problem. Mr. Shuman, head of the largest farm organization, proposes basically to eliminate crop restrictions and relate supports to the free market.*

by CHARLES B. SHUMAN, *Farm Bureau president*

Present government farm programs are not working. They pile up vast quantities of price-supported commodities in government warehouses at taxpayers' expense. They curtail opportunity for farmers.

These programs invite public criticism—some justified, much not.

The greatest damage isn't to taxpayers' pocketbooks. The big loss comes from restrictions that make it difficult for farmers to adjust to new conditions, new production patterns, new markets.

Some people want farmers to defend unworkable government farm programs just because city people criticize them. The Farm Bureau will not fall into this trap. If farmers wanted revenge for subsidies others receive we could find sufficient justification for farm subsidies. But revenge is not our motive. Instead, we seek high net incomes for farm families.

Three out of four organized farm families belong to the Farm Bureau. They produce nearly 300 kinds of food and fiber. Farm families know a prosperous agriculture can't be built on government subsidies and controls. They are confident consumers will pay prices that will return good incomes to farmers—if we will produce what our customers want.

However, there are groups which would put farmers on the government payroll through direct federal payments. Responsible farmers reject payment plans because they would stimulate production regardless of consumers' wishes. This would depress market prices. More tax money would then be needed for payments. Strict production controls would follow. So would ceilings on payments to individual farmers. Farm incomes would then be leveled politically to the lowest common denominator.



CHARLES SHUMAN

Socializing agriculture — by having consumers pay part of their grocery bills through taxes—would hurt farmers and urban people alike. Because payments would encourage inefficient production, the consumer's "real" cost of food and fiber would rise. Farm families fear this political approach to solution of an economic problem.

What can be done to make American farms strong and competitive and to improve "per family" net farm income in the U.S.? Here are some essentials:

▶ End government restrictions on what farmers may grow and sell. Government can help to ease adjustment by retiring farm land in a "soil bank."

▶ Relate support levels to market prices. Set supports at a percentage of the average market price for the previous three years.

▶ Freeze present surpluses so they cannot be sold in competition with future production. Dispose of them through famine relief and the like.

▶ Build bigger, better markets. Farmers can help. Our organization has set up an office in Europe to bring buyers and sellers together. Working with the food industry, we are promoting better nutrition.

▶ Develop better marketing facilities, controlled by farmers.

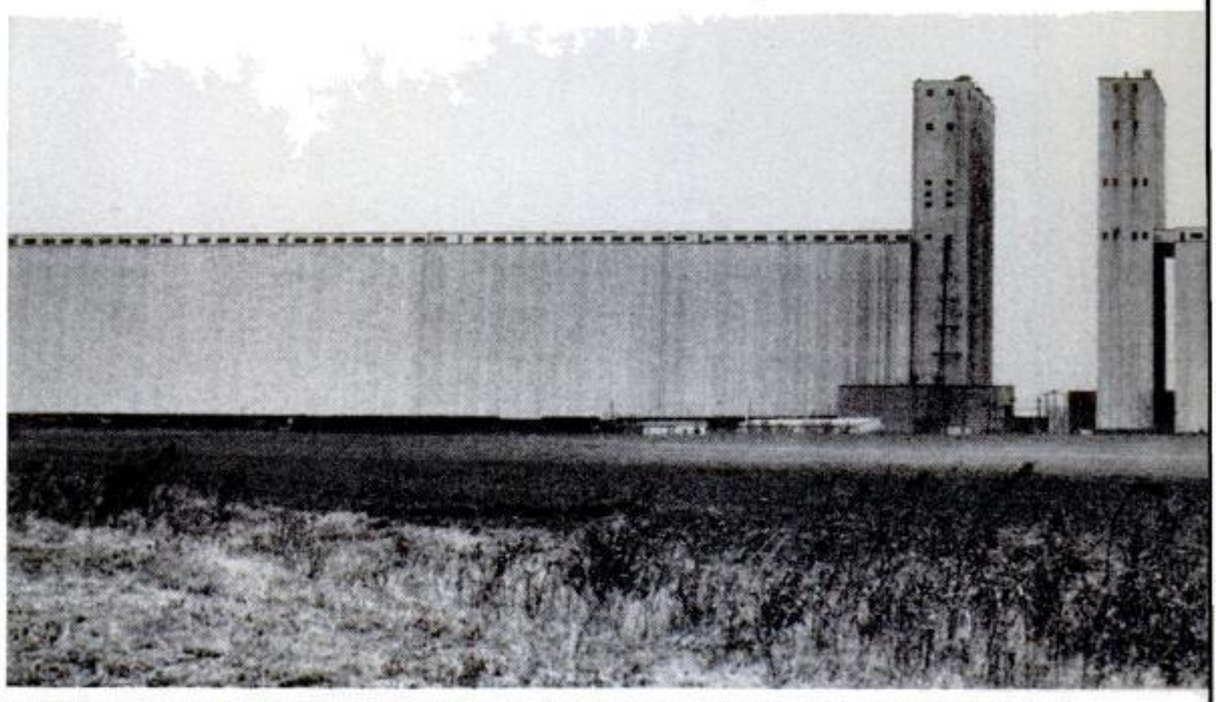
▶ Expand opportunities for farmers to increase their efficiency and cut production costs. Research and education are basic.

Developments of 1959 offer proof that "relative prices" do work. Price supports for soybeans, sorghums, rye, oats, and barley were cut an average of 15.3%. Farmers reduced their acreage in these crops by 4.4 million. Soybeans and oats now sell above support levels.

In the same year, the support price for 90% of the corn was raised. This—combined with the release of 6.7 million acres of corn land from the soil bank and exceptional weather in the Midwest—resulted in record production. There is a popular delusion this increase came because producers voted to end controls. This is not so. Only 10% of the corn was produced within the 1958 control program.

Market prices are the basic element of our American economy. They guide producer and consumer alike in our free choice system.

No truly American farm program can be built on any other foundation.



STRETCHING FOR NEARLY A HALF MILE IN ENID, OKLA., TWO OF WORLD'S

'We must eliminate government's

Secretary Benson agrees generally with the Farm Bureau proposals. While pursuing his policies of trying to abolish restrictions

by EZRA TAFT BENSON,

My admiration for the job farmers are doing is exceeded only by my sympathy for their problems. The cost-price squeeze and the spread in marketing margins are two economic factors in agriculture that disturb me greatly, as they do all farmers. These two fundamental problems, plus the more spectacular dilemma of the vast surplus in a few crops, are certainly not the fault of our farmers.

Farmers are not responsible for the high costs of government's involvement in agriculture. These costs are traceable to backward laws—to war-bred legislation continued too long in peacetime.



EZRA BENSON

What should we do about the farm dilemma? My advice is: take an honest look at the facts and act on that basis.

The facts show that freedom to change is the basis of a prosperous, expanding agriculture. Four fifths of agriculture in this country is free of production controls. Most of our surplus problems are with crops that have *not* been free, especially wheat, corn and cotton.

We have a new corn program this year. Farmers are now free to plant as much corn as they wish. The price of corn is being supported at 90% of the average price received by farmers in the period 1956 to 1958. We held a referendum on whether farmers wanted this program, and they voted for it by a majority of 71%.

Under the new program farmers planted what they wanted to plant: more corn but less soybeans, oats and sorghums. Larger acreage (6.7 million of which were in the soil bank in 1958), plus a second consecutive year of very exceptional weather, resulted in record corn yields. Some observers contend this shows the fallacy of the new program. My answer is: although the corn program is not entirely what we wanted it moves in the right direction. Give it a chance. It's hardly reasonable to expect to correct in one year the accumulated problem of many years.

We are consuming more corn at home and exporting more too. I see no reason why this encouraging trend should not continue under realistic programs. The change in legislation for corn is a sound beginning. It will get sound results—for farmers and the entire national economy.

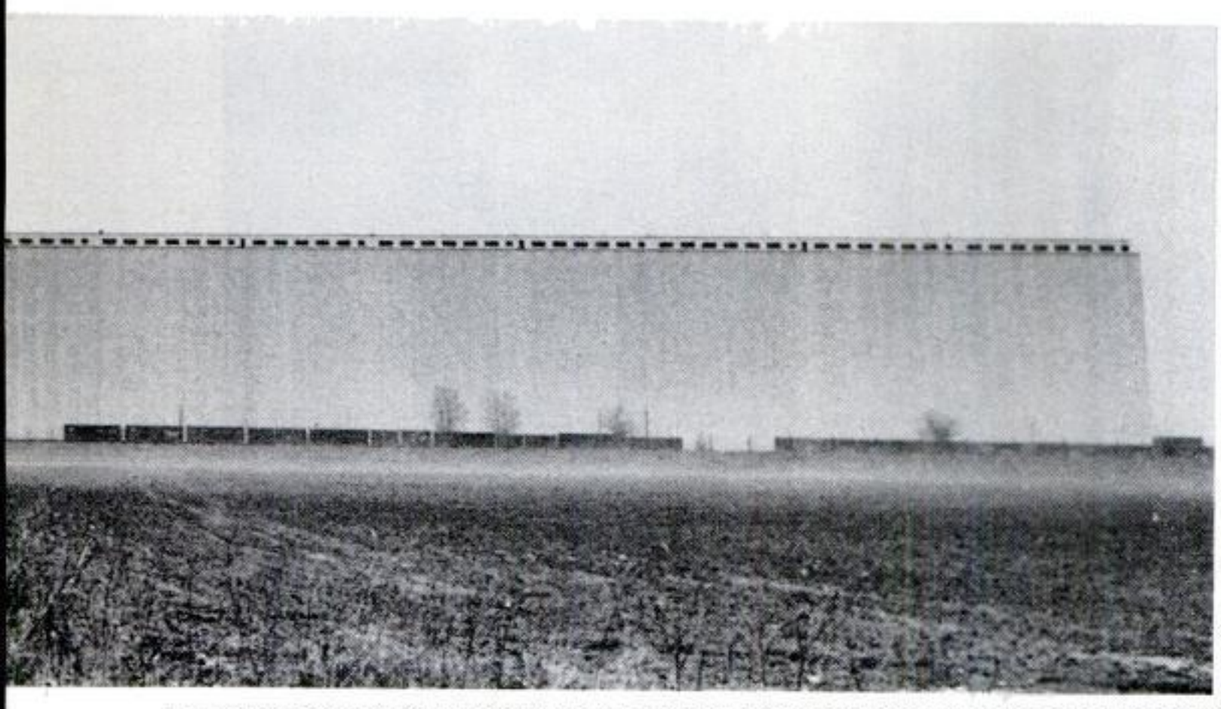
The same approach should be used for some of the other crops. Price support should be based on recent market prices with an end to production controls that don't really control.

Farmers themselves *want more freedom*. In a national survey nearly 80% said they wanted more freedom and less government in agriculture.

So the major solution to the farm problem is simple: less government in farming. We must quit trying to fix prices unrealistically. This is the cause of the twin evils of production for government warehouse and controls over farmers.

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OPPOSITE SIDES IN BIG DEBATE



LARGEST GRAIN ELEVATORS HOLD 24 MILLION BUSHELS OF SURPLUS WHEAT

stranglehold on U.S. agriculture'

and to reduce supports, he would go further by finding ways to get acreage—and perhaps some farmers—out of production.

Secretary of Agriculture

Under the old cotton program of unrealistic price fixing tied to acreage controls, U.S. production of cotton declined while foreign production increased 150%. Output of synthetic fibers that compete with cotton, an insignificant quantity 30 years ago, is now equivalent to more than 16 million bales. Cotton's competitors took advantage of our price support umbrella to move in on cotton's markets.

Tobacco is in trouble too. The world's largest tobacco market used to be in North Carolina; now it's in southern Africa.

Our wheat program is geared to the conditions of 1938. No wonder we are shelling out for storage, handling and interest charges on surplus wheat alone more than $1¼ million every day.

What has caused this situation? There are two principal causes: one is the *progressiveness* of our farmers. Productivity in agriculture is shooting ahead more than twice as fast as in industry. The other is the *backwardness* of a few farm laws.

It is illogical to blame farmers for being efficient. Their efficiency is largely responsible for our ever-rising standard of living.

Nor is it fair to farmers to exaggerate the agricultural subsidies. American farmers do not want to depend on subsidies as a way of life. Many other groups in our economy also receive subsidies. Let's be sure we look at the whole picture.

We must eliminate government's stranglehold on U.S. agriculture. To achieve this we need:

▸ Realistic price support programs to help promote an even flow of farm goods to market at reasonable prices for the benefit of farmers and consumers alike. Supports should be high enough to protect farmers against unreasonably low prices, but not so high as to make a government warehouse the preferred market. Supports should be related to market prices in recent years. The parity formula based on conditions 50 years ago is obsolete. It does not reflect the vast changes of a half century of agricultural progress.

▸ An expanded program enabling farmers, where they choose, to take productive land out of crops for five to 10 years and devote it to conservation uses. This is the conservation reserve plan.

▸ A vigorous "food for peace" program, aimed at using even more of our surpluses to supplement the food supplies available to our friends abroad and to aid in world economic development.

▸ An aggressive program of continued research focused especially on developing new markets and new uses for farm products.

▸ An expanded rural development program to help farmers in low income areas attain a more adequate share in the nation's prosperity. This includes vocational training to teach farmers new skills as well as helping entire communities to develop new industries and to adjust to new economic conditions.

Such a program, wisely shaped and carefully administered, will, with God's help, enable us eventually to see the end of this farm dilemma which for so many years has plagued our people.

'Direct payments should be used on a variety of commodities'

The head of the National Farmers Union, far less conservative than the Farm Bureau, differs sharply with Benson and Shuman. He favors keeping supports and also suggests direct government payments to farmers, a program once known as the Brannan Plan.

by JAMES G. PATTON, *Farmers Union president*

To provide the most help to diligent farm families at the least possible cost to the taxpayers and the greatest service to the consuming public, a workable farm program must have a combination of features.

▸ It should assure fair prices on needed production, prices which take into account the costs of farm operation and give the farmer parity of income with other segments of the economy.

▸ The program must embrace a substantial number of commodities. This means, above all, bringing the livestock commodities into the farm program. These are the products—meat, milk and eggs—which consumers want more of, and these are the commodities produced on so many farms at great hazard.

▸ We must have a combination of practical methods for supporting whatever prices are selected for support. Milk can't be stored the way grain is; meat is more perishable than cotton. I believe that direct payments to farmers, with market prices finding their natural levels, should be used on a variety of commodities, particularly the perishables.

▸ This brings up the matter of consumer protection. I believe that a farm program must have consumer support if it is to be workable—and that it should have that support anyway. The wider use of direct payments would benefit consumers by letting commodities down off their price-support stilts.

However, it should never be forgotten that the greatest consumer benefit from a farm program comes in the form of abundant reserves which provide insurance against short supplies and skyrocketing prices. Remember the Brazilian coffee shortage that shot prices up a few years ago? Nothing like that can happen here while we maintain reserves.



JAMES PATTON

▸ The farm program should have some new devices by which farmers can obtain the same degree of bargaining power when they sell that they face when they buy. A manufacturer of washing machines puts a price tag on his product and can slow production to help enforce it. But farmers, unless they raise price-supported commodities, still have to go into the marketplace and ask what their product is worth at the moment. When they buy supplies, however, they are *told* the price.

Besides these steps, farmers must put together some devices for meeting the powerful forces of vertical integration which are moving into agriculture. Vertical integration is what happens when, for instance, a big grocery chain starts feeding its own cattle or slaughtering meat itself, instead of merely retailing meat products. This system is not bad in itself, but it will not help producers much unless they build their own integrated systems. I have proposed a large-scale application of government-backed credit to help achieve this.

Our domestic farm policy can be used as a positive instrument for world peace and prosperity. In the "battle for men's minds" an all-out attack on hunger and insecurity is the best way to reach those living in the shadow of political indecision.

I have proposed creating within the United Nations a world food bank under which countries with too much of a product could move it to countries with not enough. This would be good business for both—and would eliminate much price fluctuation, a major hazard of farming.

Our nation has a new law which is a step in the right direction. It authorizes long-term loans of food and fiber to underdeveloped countries, to provide stability of needed basic supplies so they can get on with their development. Our food and fiber thus becomes capital, in the economist's sense. This capital will be repaid many times over to us, the investors, in the form of better business, stable political systems around us and decent living for millions of human beings.

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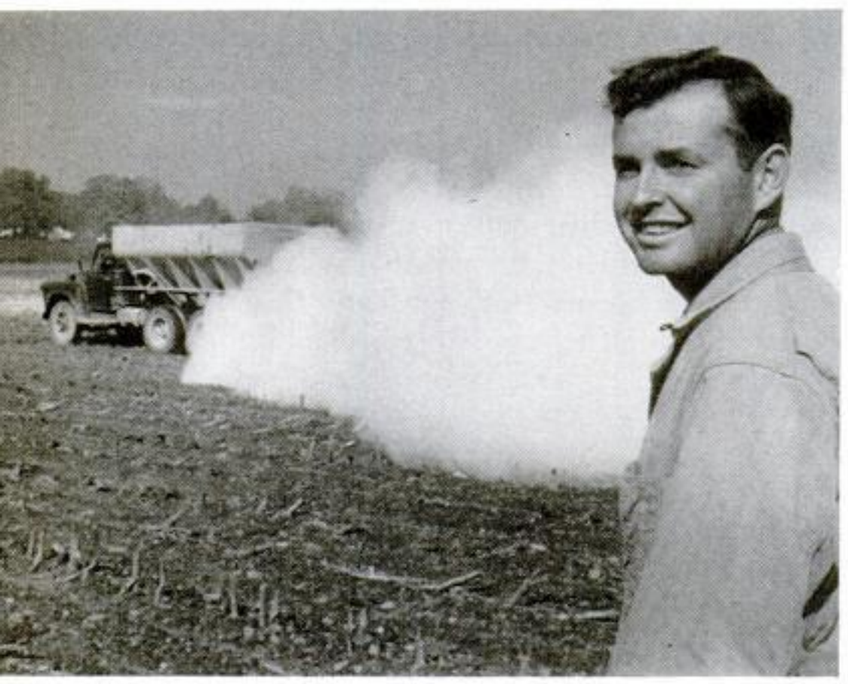
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FARM PROBLEM CONTINUED

SOIL HELP— AT A PRICE

Even the staunchest critics of the U.S. farm program agree that the government should conserve the land. The Department of Agriculture has helped educate farmers on erosion dangers and has shared the costs of many soil-preserving practices.

But there is wide dispute on whether conservation expenses should reach their total of $236 million a year, and there is growing belief that much of the payment for "conservation" is just so much subsidy for better farming methods. Instead of simply preserving the soil, conservation expenditures for fertilizers, drainage, weed control all tend to make the soil more productive and pile up surpluses tnat the farm program is supposed to prevent.



$440 for liming

Working a barren corn field, a truck spreads lime for which government paid $440 and Farmer Otto Frank Jr. of Poughkeepsie, N.Y. paid $440. Liming the 55 acres, found by government inspectors to be over-acidic, will give Frank a better yield of corn to feed his beef and dairy stock. The government also makes "conservation" payments for using inorganic fertilizers and for growing permanent pasturage.



$74 for thinning trees

On the Dutchess County, N.Y. farm of Mr. and Mrs. Bernard Hopper, timber in the background is maintained with help of government conservation program. Last year the Hoppers and government split $148 cost of thinning the timber to keep the trees healthy. Trees help prevent runoff water from eroding soil in an apple orchard below. The government also furnishes seedlings for new timberlands.

$250 for drainage pond

On his 200-acre dairy farm near Millbrook, N.Y., Farmer C. James Wells dug a pond to drain five acres of marshland and put them in corn for his cattle. The pond cost $1,000 to construct; the government paid $250. The government pays up to half the cost of drainage ponds. Wells also got financial help from the government for building a diversion ditch and for "strip" farming to prevent erosion.

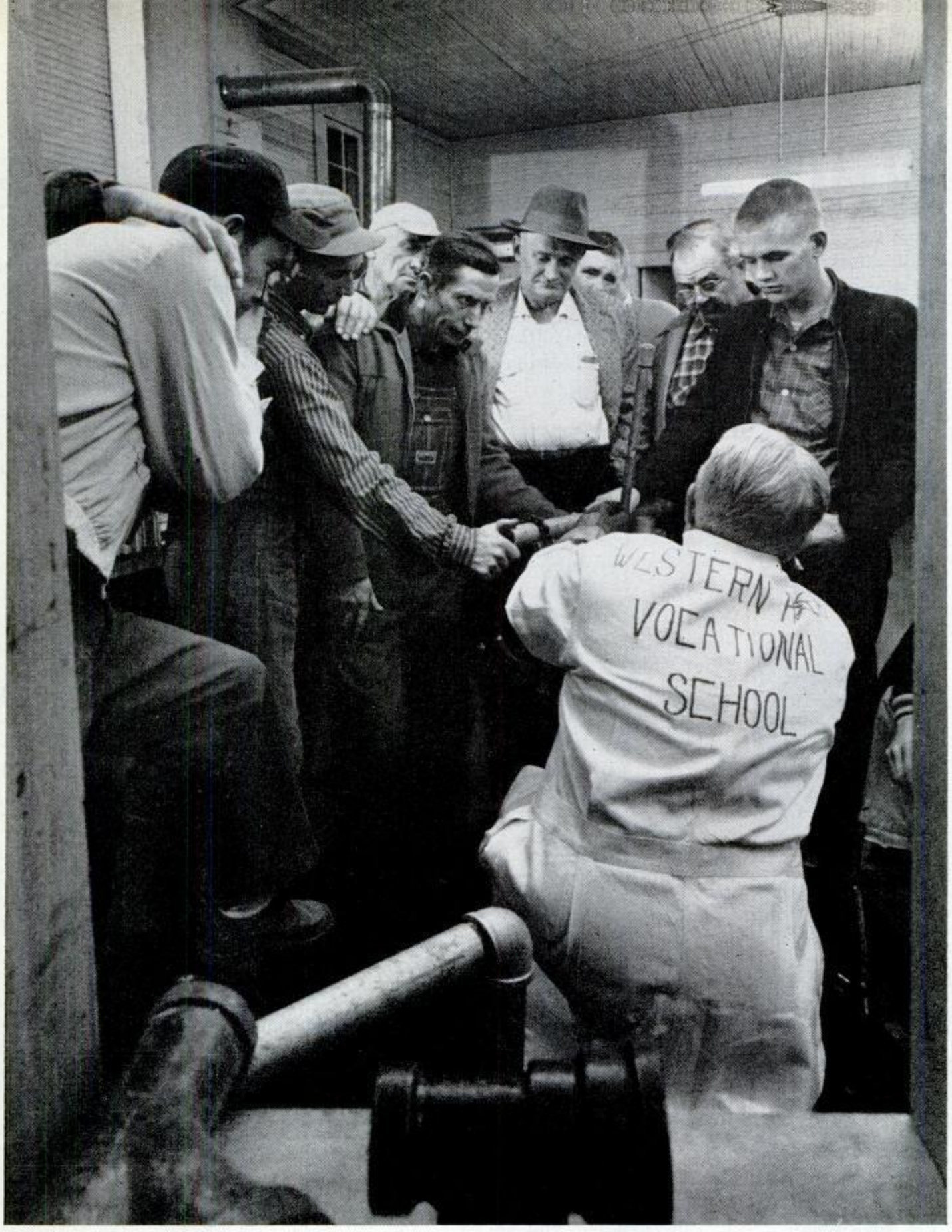


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USAGE FOR SURPLUSES

Within the tangle of U.S. farm policy are practices and possibilities that may help lessen the problems of surplus, overacreage and impoverished farms. The government is making a dent in its stockpiles by distributing surpluses to needy Indians on reservations, to schoolchildren, to 1.5 million people in institutions. About $1 billion worth of surplus a year is sold abroad for foreign currencies.

There are natural forces at work that will cut down on the farm land now in production. Spreading residential areas are eating into farm fields. Federal highways are slicing across prime cropland. But these natural adjustments will need to be complemented immediately by new plans from U.S. policymakers (*see next page*).



↑ Education for farmers

In a government-supported rural development program, a class of farmers in Butler County, Ky. learn pipe-cutting techniques. Program is designed to raise standards of farmers in poorer areas, teach them skills that will improve their farming or possibly even lead to job opportunities off the farm. These farmers selected subject of plumbing. Less than 20% of homes in the area have running water.

New use for cropland ↓

Edging a corn field, a new housing development occupies former cropland near Cedar Rapids, Iowa. The houses now occupy 120 acres and will eventually spread over 340 more. An average acre for real estate costs $1,500 compared with $300–$500 per acre for average Iowa farm land. Last year a million acres of production land were taken up by roads, industrial and residential areas like this one.



Surplus for school lunch

In cafeteria at Kimball High School in Royal Oak, Mich., students fill lunch trays with federal surplus food. Ingredients for chocolate pudding, potatoes, gravy, biscuit and butter, and milk are supplied free by the government. Basic meal, which also includes chuck wagon steak and vegetable, costs 38¢. Government surplus foods are used in school lunch programs that are available to 15 million children.



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CANDIDATES WHO AGREE ON BUT ONE

Because the farm problem is the No. 1 domestic issue, LIFE *asked the men thought to be the leading presidential candidates to express their views. Some stated suggestions for a new farm policy. Others preferred to stand on past statements or delay proposals until later. Here are their views.*

Senator Hubert Humphrey

An outspoken opponent of the present U.S. farm program, Senator Hubert Humphrey told LIFE: "Only a consistent long-range national agricultural policy can reverse the trend which has now plunged farm income and purchasing power to a 20-year low." He says major goals of a new policy must include: "Improving family farm income. Assuring ample food and fiber supplies for all annual domestic needs, for commercial exports, for a national security reserve and for use in establishing a genuine and long-term 'food-for-peace' program as a positive arm of American foreign policy. Lowering farm program costs by bringing market supply into balance with realistic demand. Conserving soil and water resources now in wasteful production." Senator Humphrey suggests the following steps to improve the farm situation: 1) A White House conference of leaders of general farm organizations and farm commodity producer associations, to suggest methods of assuring all family farmers of fair incomes based on a new, realistic parity. 2) Determination of long-range farm production and use goals. 3) A country life commission of agriculturists, economists, sociologists and churchmen to recommend ways that would help farm families cope with technological and sociological changes in rural America. 4) Establishment of the food stamp program authorized by law in 1959. 5) Provision of adequate farm credit for young farmers.



Senator Lyndon Johnson

Although Senate Majority Leader Lyndon B. Johnson is often opposed to the farm policies of the Administration, he has seldom participated in floor debates on the subject and has made few references to it in speeches. He is expected to discuss the farm problem in his current Midwest tour but he would not give his views to LIFE. Recently, in a speech at Snyder, Texas, Johnson expressed his distress with world food shortages and the huge U.S. surplus: "Isn't it terrible that we produce food and fiber that three billion hungry people need—little children dying of hunger with sores on their faces—and the only place we can send it is to a guy with storage that costs $100 million a year."



Senator John Kennedy

Solution of the problem, in Senator John Kennedy's view, depends more upon imaginative and careful use of our abundance than upon techniques for restricting farm production. He sees the situation as a dual challenge: solving the current problem of surpluses and depressed prices; meeting the demands of a population growth to 350 million in the U.S. and five billion in the world by the end of the century. For LIFE he summarized his farm proposals: "An increased soil conservation reserve, a bushelage as well as an acreage allotment, a floor under prices or income to protect the family farmer, vigorous research into new markets and new uses and a more adequate domestic program of food distribution for 17 million Americans subsisting on a substandard diet; and a more effective program of distributing food in foreign countries."



On his busy barnstorming schedule in the West and Midwest, Senator Kennedy has repeatedly expressed these views on the farm problem, which he considers the major domestic campaign issue of 1960. In a speech in California's San Joaquin Valley last month he tackled the surplus problem. He called for production controls, not just acreage allotments, to stop the flow of surplus to government storage bins. He suggested that the amount a farmer could raise be related directly to the farming history of his land. "Land that produced four bales of cotton would have a higher allocation than land normally producing only two bales. And if the farmer could figure out how to get four bales of cotton more cheaply than before, he could reap a higher profit."

Vice President Richard Nixon

Reluctant, at least at this time, to criticize the Administration's policy, Vice President Nixon has limited his comment on the farm problem.

FARMERS' DISCONTENT WITH FALLING PRICES, MIRRORED IN FACES OF THESE MEMBERS OF NATIONAL FARMERS ORGANIZATION, OTTUMWA, IOWA, HAUNTS



POINT–THE PROGRAM IS A BIG MESS

But at a press conference in Indianapolis last month he called the present program "inadequate." Nixon said: "It has shown that it won't work and that it's going to take real statesmanship, completely above any partisan demagoguery, to find a solution. What was good in the war years is completely unrealistic and inadequate now. Congress must give the highest priority to the question in the next session beginning Jan. 6."



The Vice President thinks there is a tendency to oversimplify the problem and come up with "easy" solutions, such as increasing our foreign markets or returning to a 90% parity position. He believes neither of these are realistic solutions. He will put forth his own suggestions later during the presidential campaign.

Governor Nelson Rockefeller

The man least familiar with the farm problem among the possible candidates is New York's governor, who explains that New York State does not produce surpluses, but imports agricultural products from the other states. Now he is looking beyond the state, testing his presidential chances for 1960, and will have to face the general problem of surplus. He bypassed the topic on a recent trip to the cornbelt, but now says he will make a major speech on the farm problem on his second trip, which starts next week. It probably will be given in Minneapolis Dec. 14.



Adlai Stevenson

Adlai Stevenson last elaborated on his farm position in a letter to Ross Thomas, editor of the *National Union Farmer*, while campaigning for the 1956 presidential election. He stated that while the problem differs from region to region and year to year, a strong farm policy should do the following: 1) Provide effective, firm price supports. 2) Protect and stabilize farm incomes with a combination of direct production payments, commodity loans, marketing agreements, price supports. 3) Vigorously administer the "soil bank" plan and increase the acreage of soil-building crops which would really conserve the land. 4) Expand and strengthen the Agricultural Conservation program and the Soil Conservation Service. 5) Restore the administration of agricultural programs to the farmers. 6) Expand the school milk programs. 7) Make sure that when the government buys pork, beef or other products, the benefits will go to the farmer. 8) Expand program to distribute surplus commodities abroad, including the establishment of an international food bank and materials reserve. 9) Provide adequate loan funds and low interest rates for REA programs; expand rural telephone program. 10) Expand the programs of credit agencies to provide loans that will enable farmers to put in the next crop, improve their homes and meet production costs. There should be more readily available short-term, low-interest loans to farmers caught by drought or disaster.



Senator Stuart Symington

Missouri Senator Stuart Symington believes the farm crisis has resulted from "poor administration piled upon unsound policy." Stating his position for LIFE, he said: "The basic premise of the farm program is that lower price supports result in less production. This is wrong. A farmer's obligations are in dollars—interest on loans, payments on machinery, fertilizer—and therefore as his unit price falls he will work hard to produce more in order to meet his obligations. With price supports we must enforce production controls firmly and impartially, something that has not been done. Also any controls should include unit controls—whether bales, bushels or pounds." Symington thinks surpluses could be reduced through a food-use program which would aid both needy Americans, who do not enjoy a balanced diet, and the underdeveloped nations overseas. He would provide a special agency to help the low-income farm families. "Farm programs should be run at the county level by farmers," says Symington. "Administration costs, which have risen from $34 million to $364 million annually since 1952, should be pared. And above all, it should be run by an Administration that believes in the maintenance of the efficient, family-size farm as the best hope for the future of our agriculture."



PRESIDENTIAL CANDIDATES. THIS N.F.O. GROUP IS MEETING TO HEAR RESULTS OF THEIR ATTEMPTS TO HOLD HOGS OFF MARKET IN ORDER TO DRIVE PRICES UP



The Astronauts Get Their Prodigious Chariot

THE SPACEMEN'S CRAMPED CAPSULE CAN ALMOST THINK FOR ITSELF

by **DON SCHANCHE,** LIFE *Staff Correspondent*

THE seven U.S. Astronauts, impressed by the vehicle's cramped quarters, refer to it as "shoehorn small." Says Lieut. Colonel John Glenn, the Astronaut chiefly concerned with how it fits, "You don't climb into it. You put it on." Inside it (*opposite page*), says Glenn, "you feel like one more piece of equipment—the most important piece, of course."

This is the long-awaited Mercury capsule, a squat, corrugated metal bottle which will carry one of the Astronauts in orbit around the world. In a dramatic test last week a 7-pound rhesus monkey named Sam (*below*) rode a prototype of the capsule 55 miles into the upper atmosphere before dropping safely into the Atlantic. Before being recovered by a Navy destroyer, Sam proved that the capsule escape system worked perfectly and that its design provided good protection against the G forces of take-off and re-entry. His experimental ride took 13 minutes. Twenty capsules are now on the production line at McDonnell Aircraft Corporation in St. Louis. The first of them will be turned over to the government in a few weeks.



SIMIAN PROTOTYPE of an Astronaut, monkey named Sam, is removed from Mercury-like capsule which arched 200 miles into Atlantic for recovery by Navy.

In appearance the capsule seems to be an ice cream cone whose pointed end has been chewed off and replaced by two tin cans containing parachutes and recovery equipment. To aeronautical engineers accustomed to the sleek and curving shapes of streamlined planes, it is an esthetically repugnant object.

But it is also one of the great engineering marvels of modern times. Within its crowded shell are contained all the instruments, all the equipment and all the environment for man's greatest journey. Sometime in 1961 one of the seven Astronauts will wriggle feet first through the side hatch of the capsule. Like a large man trying to slide under a small bed, he will squirm beneath a gleaming instrument panel and will be strapped onto a recessed fiber glass couch.

Barely 24 inches from his eyes the instruments will light up as the countdown on the 75-foot Atlas rocket beneath him progresses. His hard plastic helmet will almost touch one side of the capsule. Even with his knees hunched up and drawn back, his toes will just about brush the other side. Only his arms will be completely free. They will be capable of operating a control handle, of adjusting the maze of instruments and switches on the panel, or of reaching the red "chicken switch" if he has to get away from the Atlas in a hurry. No matter how well he has been trained, the Astronaut will feel terribly confined.

To readers of LIFE's series on the Astronauts, this space voyager's name will be a familiar one: Carpenter Cooper, Glenn, Grissom, Schirra, Shepard or Slayton. Chosen mainly for their engineering background and only secondarily because of their high scores on physical and psychological tests, the seven Astronauts have already contributed much to the design of the capsule in which they will ride.

When they studied the proposed design for their capsule, they soon spotted the difficulty of getting out of it in a hurry. If the capsule should spring a leak after it hits the ocean, it might quickly fill with water and sink. The original design called for an escape hatch at the top. To get out the Astronaut would have had to squeeze around his instrument panel and pull himself up through a short tunnel.

"The trouble was," says Astronaut Don Slayton, "that if you went out with your arms up, you couldn't get them down, and if you went out with your arms down, you couldn't get them up." Either way the occupant would have a hard time rigging his emergency life raft. Well aware that they might be too exhausted after their flight to manage this difficult job in a hurry, the Astronauts asked for, and got, the main hatch of the capsule adapted for quick release. It can be blown open in an emergency, creating an exit right beside the couch. Another major contribution by the Astronauts was a new design for the instrument panel. This was based on their suggestions for easier reading and for more convenient control over the switches.

The most drastic change in the capsule proposed by the Astronauts is a big window that will give them a wide-angle view of both the heavens and the earth. Originally the capsule had been designed with only two small portholes and a periscope. "We tried designing a real window earlier," says one of the capsule engineers, "but it looked like too big a problem because of the stress and heat the capsule will encounter." When the Astronauts revived the idea, however, the engineers came up with an ingenious design that will provide picture-window visibility during the ride through space.

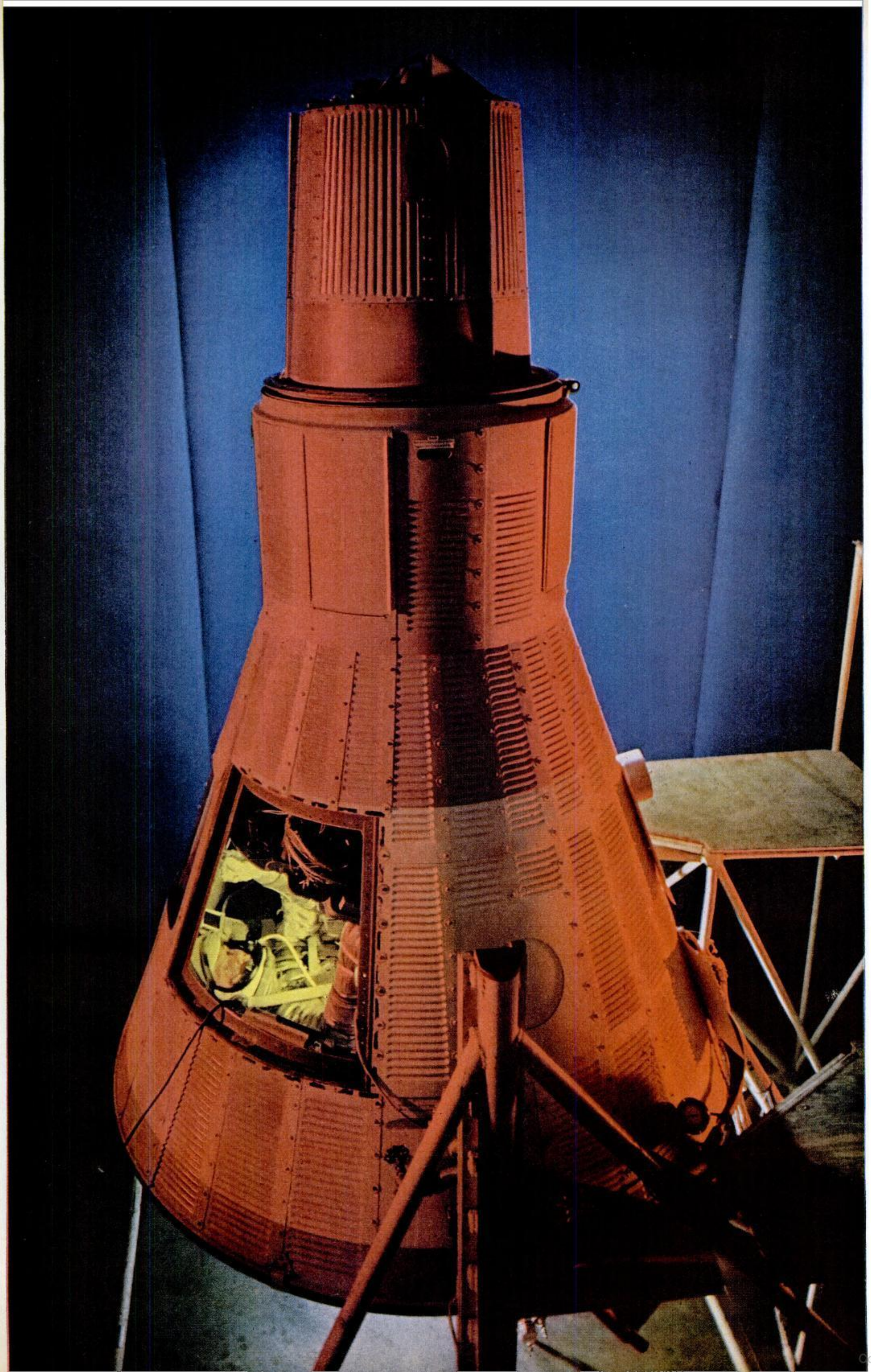
Although the seven Astronauts' names, announced last April, are

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IN INSPECTION ROOM GLENN PRACTICES REACHING FOR CONTROLS. DOOR WILL BE SEALED OVER FOR FLIGHT →

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TESTING ESCAPE PROCEDURE at McDonnell Aircraft plant in St. Louis, Engineer Bert North crawls from capsule into raft floating in portable swimming pool. On landing in the ocean, Astronaut will inflate the raft with CO_2 and yellow flotation bags will fill with helium and air to help keep the capsule afloat.

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You're a lucky guy, Charlie!

(Because this year Polaroid makes 60-second photography better than ever.)

(1) You took that picture just 60 seconds ago . . . and you didn't use a flashbulb.

(2) That's because this new 3000-speed film can take pictures in ordinary living room lighting.

(3) That's the wink-light—it fills in shadows. Winks 1,000 times on a single bulb and battery—saves you $100 in flashbulbs.

(4) Wait till you try this one outdoors—it's an electric eye shutter that sets exposure automatically . . . eliminates focusing.

(5) With this new Polaroid Print Copier you can make extra copies of your 60-second pictures . . . right on the spot, in just 60 seconds.

(Psst) If your wife hands you the bill, it won't throw you. Polaroid Land Cameras cost as little as $74.95 or only $1.50 a week.

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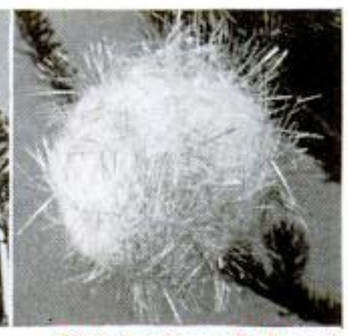
Arlene Francis shows you four gay new ideas for your Christmas tree! They're all easy to make with Doubl-Glo Holiday Decorations and Doubl-Glo Icicles—the lighter, brighter icicles of Reynolon miracle metalized plastic, or traditional metal foil.



Star Flower: tape a tree cone to a reflector, hang with ornament hanger.



Icicle Star: add handful of icicles to the back of reflector. Tinsel garland in front.



Glittering Snow-Ball: wind tinsel garland around a ball of cotton batting.



Happy Santa: his hat—cone reflector plus tinsel garland. His face—cotton batting, angel hair and round dots.



Cotton batting



Cones



Reflectors



Angel Hair



Tinsel Garland

DOUBL-GLO®
HOLIDAY DECORATIONS
PAPER NOVELTY MANUFACTURING COMPANY, STAMFORD, CONN. & TORONTO, ONT.



PRACTICING CONTROLS, Astronaut Walter Schirra wears full pressure suit as he tests ability to move his hands to various buttons on the capsule panel.

ASTRONAUTS CONTINUED

familiar by now, those of the men who are responsible for their safe conduct aloft are virtually unknown to the public: Gilruth, Donlan, Faget, Williams, Mathews, Purser, Kraft, Heberling, Bland, Kehlet, Lee, Blanchard, Yardley, Flesh, Pepping, MacMillan. These men, and a thousand others behind them, are responsible for designing and building the engineering miracle that will preserve the Astronauts' lives in space and bring them home safely.

Before an Astronaut goes into orbit, seven of the capsules will have tasted space. Early next year two of them will be fired from Wallops Island, Va., one carrying a chimpanzee. During 1960 three others will be launched from Cape Canaveral, Fla. One of these will travel empty on its short 100-mile-high flight up into space and back. Another will go with a chimpanzee. Another, a capsule which now bears the impersonal name of Special Number Five, will go with an Astronaut. This brief ballistic flight will be an exciting and dangerous trip, but it still will not be the big test. Only after the ballistic test flights will a capsule be flung into orbit. The first will be launched empty. The second will go up with a chimpanzee passenger. And finally, an Astronaut will go.

The Mercury capsule he will ride in is incredibly complex, crammed with automatic controls that give it an almost human personality. All by itself it will be able to do a fantastic variety of things:

- Once in space it will turn itself around and, depending on its instructions, either fall back to earth or race ahead at orbital speed of 17,400 miles an hour.
- Its automatic pilot will "see" the earth's horizon with heat-seeking eyes and hold the capsule steady by operating tiny control jets on the sides.
- Its batteries will power not only the instrument panel but also the apparatus which will purify the capsule's life-giving atmosphere for as many as 18 hour-and-a-half orbits around the earth.
- Its automatic timers will tell the autopilot when to start back to earth, and the autopilot will then tip the capsule's blunt end slightly upward so that three retro-rockets that act as brakes can fire on the signal of another timer. These rockets will slow the small capsule just enough to bring it out of orbit and into a gently curving descent into the atmosphere.
- The capsule's heat shield and tough insulation will keep it tolerably comfortable inside even though the temperatures within inches of its blunt face are enormously high, well above the melting point of any known material.

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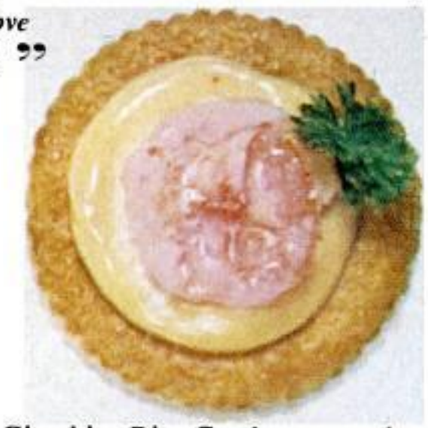
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"On the first day of Christmas, my true love gave to me a partridge in a pear tree . . . "

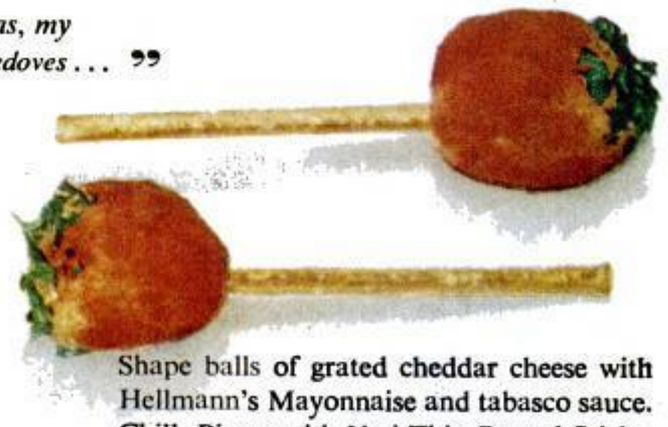




Give him Ritz Crackers spread generously with Hellmann's® Real Mayonnaise topped with whole shrimp and a sprig of parsley.

"On the second day of Christmas, my true love gave to me two turtledoves . . . "





Shape balls of grated cheddar cheese with Hellmann's Mayonnaise and tabasco sauce. Chill. Pierce with Veri-Thin Pretzel Sticks.

"On the third day of Christmas, my true love gave to me three French hens . . . "





Offer Rye Thins spread with chopped hard cooked egg, mixed with Hellmann's Real Mayonnaise. Spicy accent—curry powder!

"On the fourth day of Christmas, my true love gave to me four calling birds . . . "





New angle! Triangles of boiled ham on Triangle Thins. Ribbon Hellmann's Real Mayonnaise mixed with Best Foods mustard.

"On the fifth day of Christmas, my true love gave to me five gold rings . . . "





Generously blend Hellmann's Real Mayonnaise with cream cheese, chopped chives, pimiento. Dip with Salt-Tang Snack Sticks.

"On the sixth day of Christmas, my true love gave to me six geese a-laying . . . "





Melting good: Parmesan cheese sprinkled Triscuit Wafers, topped with Hellmann's Mayonnaise, more Parmesan, paprika. Broil.

for the Twelve Days of Christmas



Dip 'em or dab 'em, they're quick, fun and festive! This is no place for second best—this is the place for Hellmann's. It's Real Mayonnaise made to stay flavor-fresh, smooth and light down to the last delicious snack.

HELLMANN'S MAYONNAISE

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make merry merry mix-ems!

Only Nabisco bakes snack crackers in so many sizes, so many shapes, so many good tastes and textures. With dips and spreads, there's more crispness, freshness and flavor in every Nabisco snack.

AND NABISCO SNACKS



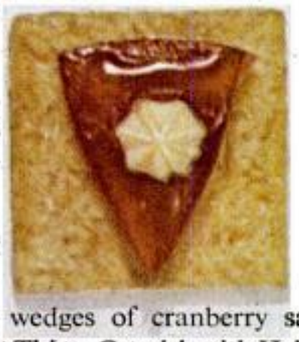
"*On the seventh day of Christmas, my true love gave to me seven swans a-swimming . . .*"





Mash avocado with Hellmann's Real Mayonnaise, lemon juice and just a touch of onion. Serve plenty of Chippers for dipping.

"*On the eighth day of Christmas, my true love gave to me eight maids a-milking . . .*"

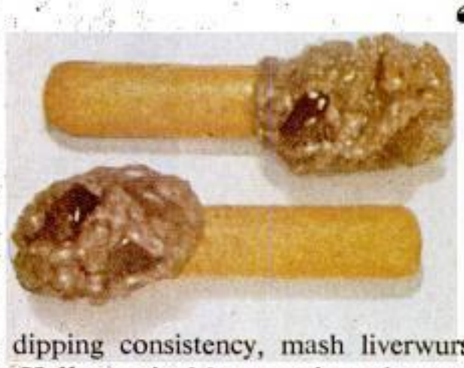






Serve tiny wedges of cranberry sauce on crisp Wheat Thins. Garnish with Hellmann's Real Mayonnaise for a festive flavor fillip.

"*On the ninth day of Christmas, my true love gave to me nine pipers piping . . .*"

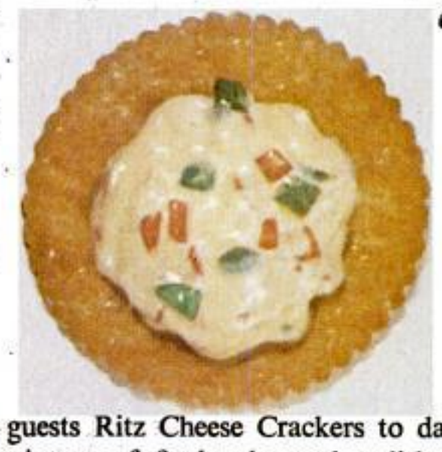






For dipping consistency, mash liverwurst with Hellmann's Mayonnaise, chopped pickle. Made for Cheese Tid-Bit Crackers.

"*On the tenth day of Christmas, my true love gave to me ten ladies dancing . . .*"







Offer guests Ritz Cheese Crackers to dab with mixture of finely chopped radishes, green pepper and Hellmann's Mayonnaise.

"*On the eleventh day of Christmas, my true love gave to me eleven lords a-leaping . . .*"







Reward: Hellmann's Real Mayonnaise mixed with cream cheese. Pimiento and parsley garnish. Spread on Vegetable Thins.

"*On the twelfth day of Christmas, my true love gave to me twelve fiddlers fiddling . . .*"







High note: Heap turkey or chicken mixed with Hellmann's Real Mayonnaise and chopped pimiento on crisp Ritz Crackers.

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A Gift in Good Taste



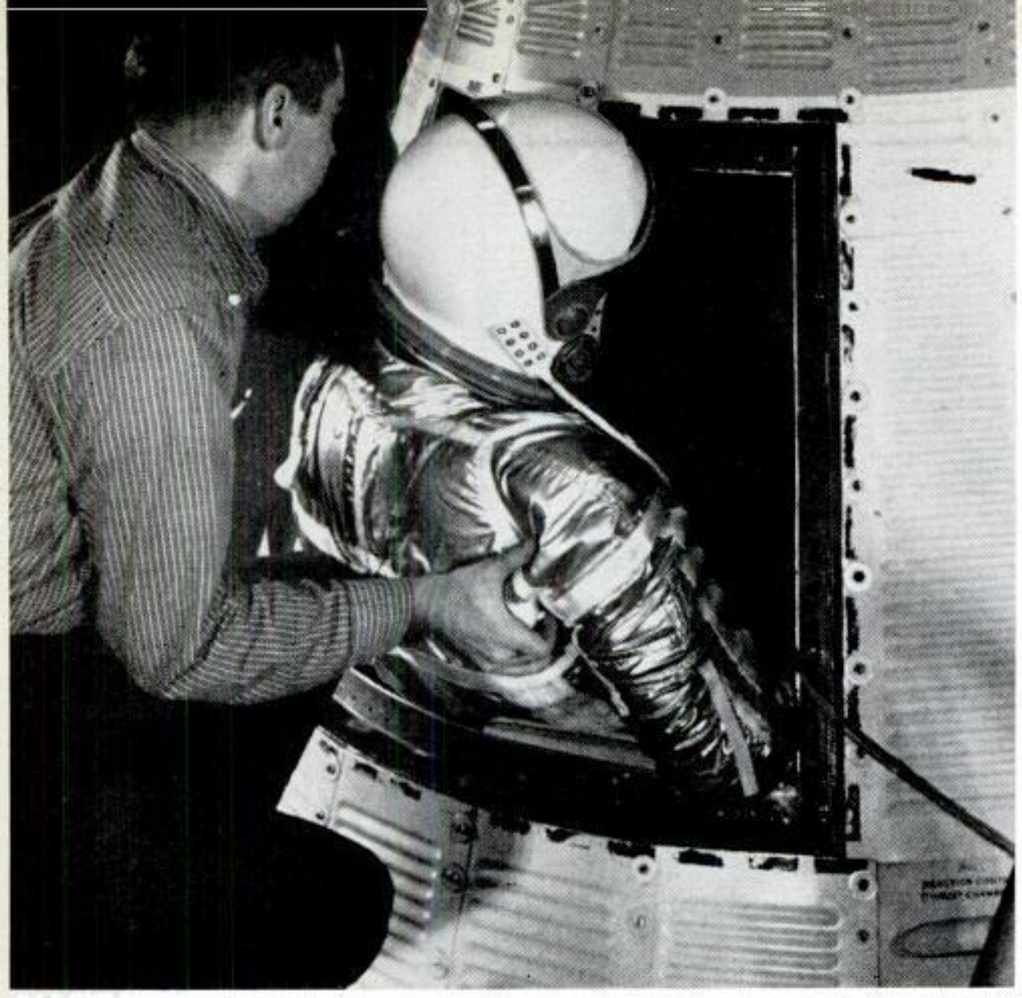
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RESERVE

smoothest this side of Canada

AMERICAN WHISKEY—A BLEND—86 PROOF—68.4% GRAIN NEUTRAL SPIRITS—JAS. BARCLAY & CO. LIMITED, PEORIA, ILL.

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TIGHT SQUEEZE of capsule hatch is negotiated by Astronaut John Glenn who squirms inside with help from a technician to keep his suit from tearing.

ASTRONAUTS CONTINUED

▸ Its automatic parachute system will lower it to a hard but endurable ocean landing.

▸ Once in the water, its sealed skin will keep it safely afloat. And its supplementary signal system, aware that the time has come to go into action, will release a barrage of "come and get me" messages: an underwater bomb, a radio beacon, radar chaff (metal particles that cause a big radar image), a smoke signal, a flashing light and a blotch of bright green dye on the surface of the sea.

Like a man performing a well-memorized task, the capsule is supposed to do all these things by itself. But in case the machine's memory should slip, a round-the-world network of control and tracking stations will follow the capsule's progress from beginning to end. Almost anything the capsule can do, the men in the control stations can do too, simply by cutting off the automatic systems and flipping their own switches. Far more important to the Astronaut who rides inside the capsule, he himself can cut off the automatic system and run the whole show.

The Mercury capsule is crammed full of mechanisms designed to protect the Astronaut's safety. If anything goes wrong at any point from the time the capsule is fastened onto its towering Atlas booster rocket until it starts its final return to earth, something can be done about it. During the countdown and the first 2½ minutes of flight, the capsule is surmounted by a 16-foot rig holding an escape rocket. If catastrophic trouble begins to brew inside the Atlas either on the launching pad or after it has taken off, engineers inside a concrete control building at Cape Canaveral will get a warning signal from delicate "disaster" sensors. If the engineers do not themselves trigger the escape rocket, a nearby computer machine will take over within five seconds and trip the necessary switch. Ignited, the escape rocket will tug the capsule away from the failing Atlas and lift it on a slowly tumbling flight at least 2,500 feet high—high enough for parachutes to open and bring the Astronaut down to earth.

This escape system can be triggered not only by the engineers and by the computer but also by the Astronaut. The situation is the same for other possible catastrophes: a complex set of emergency systems is at the simultaneous command of the Astronaut, the ground controllers and the computer machine.

If the Atlas does not develop enough speed to get the capsule into orbit, the computer and the men in the control center will know it within seconds after the rocket motors cut off. In the next half minute either they or the Astronaut himself will turn the capsule around so that its big blunt end faces forward and up. The retro-rockets will fire and the capsule will descend toward a recovery area near the Canary Islands.

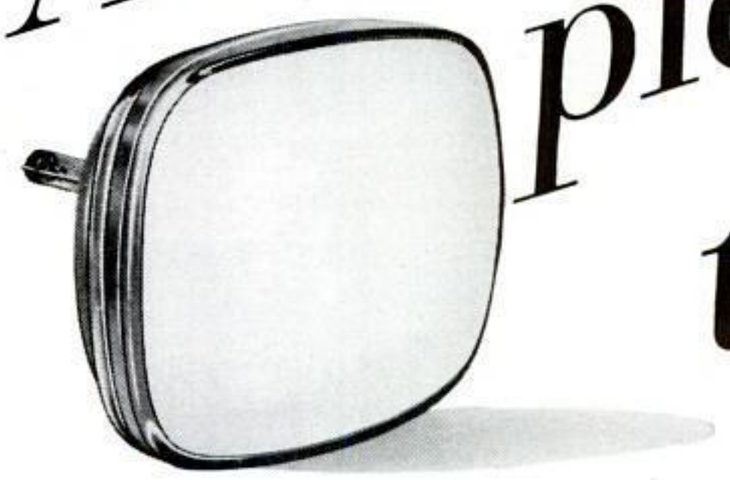
If the capsule is already in orbit and begins to fail, either because of some internal malfunctioning or because of collision with a skin-puncturing meteorite, there are enough emergency

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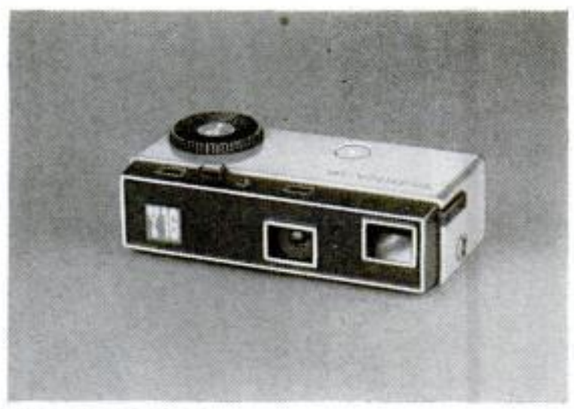
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MERCURY BOSSES at NASA, (*from left*) Assistant Director Charles Donlan, Director Robert Gilruth and Engineer Maxime Faget, appraise model of Mercury capsule held by Engineer Vic Vaughn. Shape on table was rejected.

ASTRONAUTS CONTINUED

systems—the Astronaut's pressure suit, extra oxygen, a complete spare set of controls—to give it one more full orbit around the earth before it must be landed in its recovery area in the Atlantic.

If the automatic pilot breaks down or if it works too hard and uses up its hydrogen peroxide fuel, the Astronaut will turn on his own control system with its separate fuel supply and hold the capsule steady as it plows back into the atmosphere.

In spite of all these impressive capabilities, the men who created the Mercury capsule and who therefore have a special fondness for it wish now and then that they had the time and the scientific know-how to make something more refined—perhaps a winged glider that would fly smoothly back to earth after its space journey instead of plummeting brusquely downward.

But the development of such a vehicle would have taken years. Robert R. Gilruth, a seasoned aeronautical research scientist who is director of Project Mercury for the National Aeronautics and Space Administration, speaks candidly on this subject. "Let's face it," he says. "Designing the capsule as we did was the only way we had a prayer of getting into orbit any time soon."

Producing even the present "primitive" capsule has been a long and arduous task on which many highly trained men have been working with great perseverance and remarkable speed. The hurry began two years ago when the Russians launched Sputnik I. Gilruth and many other engineers and scientists in the U.S. had been considering manned space ships, but most of their speculative designs called for winged gliders. At the Langley Laboratory in Hampton, Va. a different approach was taken by a slight, crew-cut research engineer named Maxime Faget.

Along with many other engineers of the National Advisory Committee for Aeronautics, Faget had been working on the problem of how intercontinental ballistic missile nose cones could be brought into the atmosphere without burning up like meteors. That particular problem was solved by designing a blunt-nosed shape that built up a thick shock wave ahead of it, like the bow wave of a flat-nosed boat, as it plunged into the atmosphere. The shock wave, acting like a layer of insulation, absorbed most of the 11,000° heat generated by friction from the air.

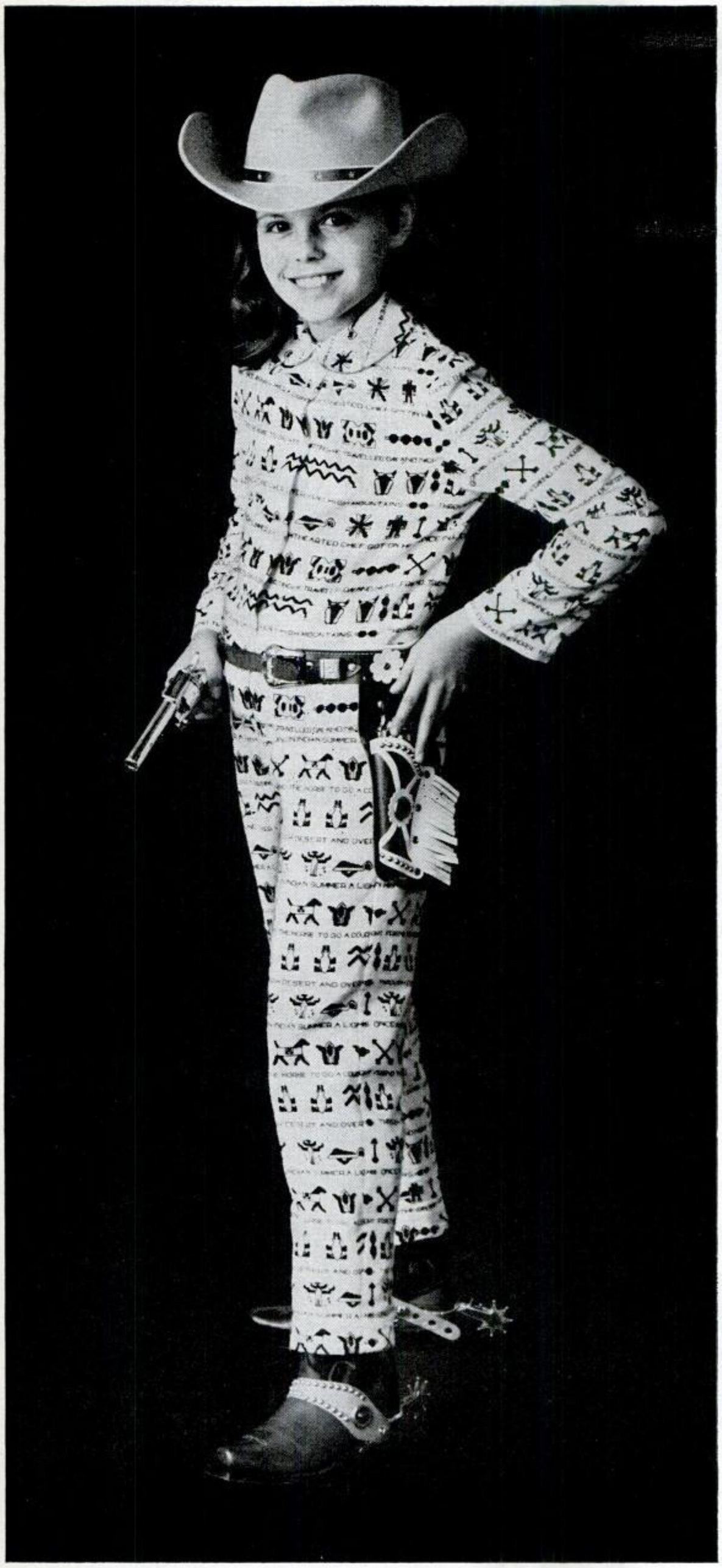
Reasoning that a man could be brought home the same way, Faget began working on designs for a blunt-ended capsule. Such a capsule could not be brought all the way down with the explosive speed of a missile warhead. After re-entry into the atmosphere it would have to be lowered to a safe landing by parachute.

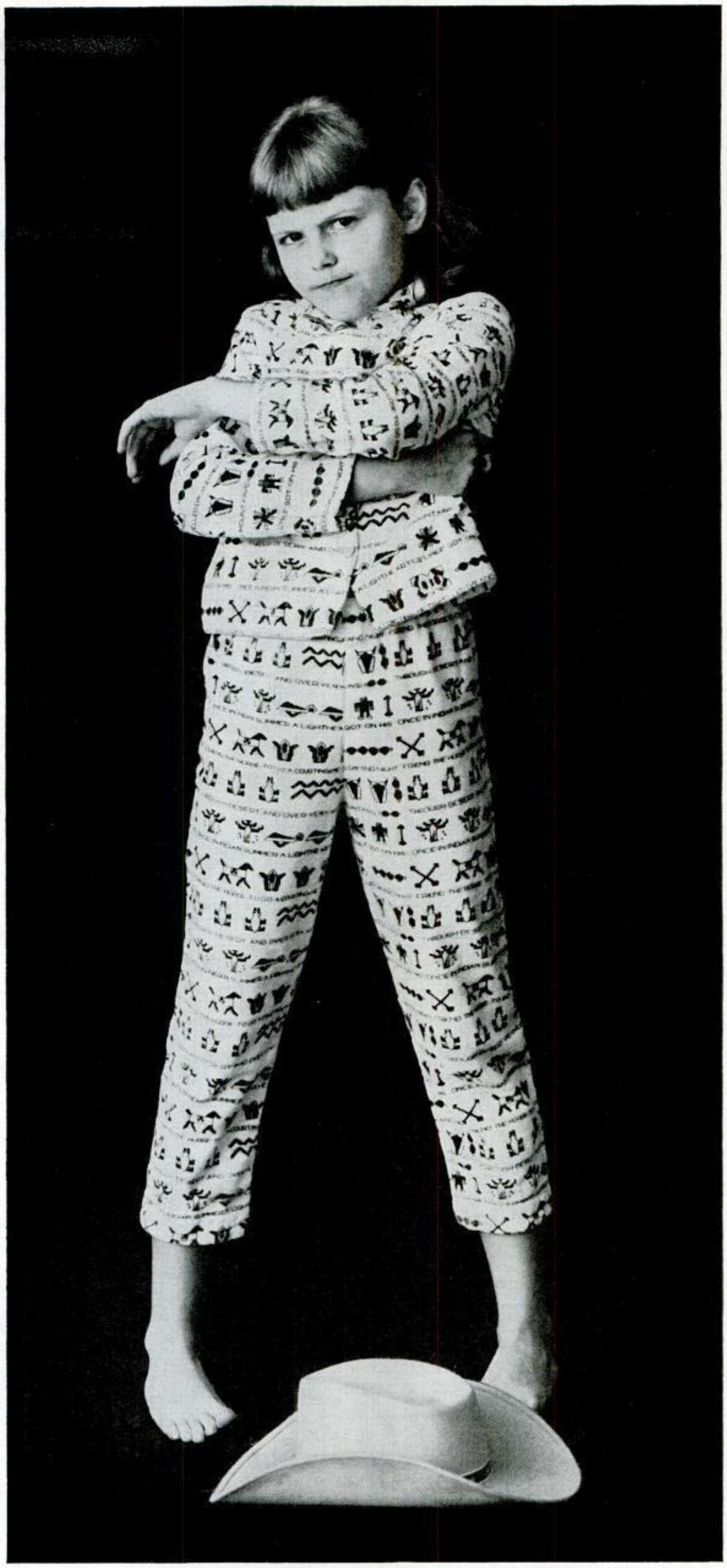
Within a month after Sputnik, Gilruth had organized a team at Langley to work with Faget on his capsule. After testing all kinds of shapes from a ball to an ice cream cone in the Langley wind tunnels, the team finally settled on the sawed-off cone that is now in production.

During the following year the Gilruth team tested their capsule shape in low-speed and high-speed wind tunnels to make sure it would leave and re-enter the atmosphere without tumbling and falling apart. They dropped it from airplanes to find out what kind

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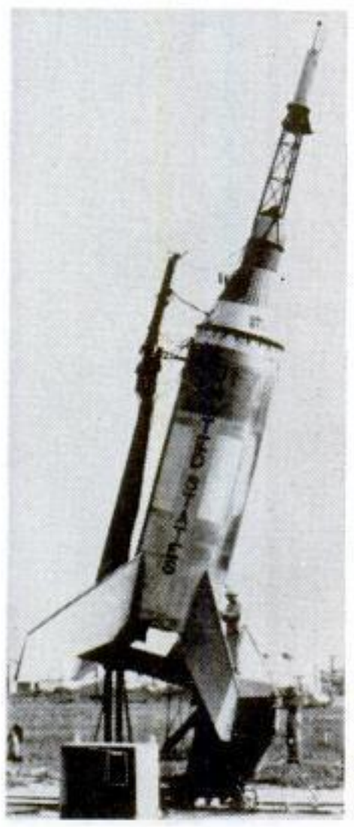
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of parachute system it needed. They burned it in a 6,000° jet of flame to see how well it stood up to heat. Repeatedly they slammed it into water, sand and concrete to measure the shock of landing. They designed intricate control systems that would become the capsule's brains, and a sealed, self-cleansing air supply that would keep a man alive inside it. They devised rocket packages and reaction jets and automatic timers to make the capsule do the things it would have to do to get into orbit, to remain steady there without spinning and tumbling, and to slow down to just the right speed for the return to earth.

At every step there were formidable obstacles. Medical experts warned the engineers that they must never permit acceleration and deceleration forces—the crushing Gs of take-off and re-entry—to rise higher than 12 times the force of gravity, which they believed to be the limit a man lying on his back could absorb. In the Faget capsule, take-off and re-entry forces would rise to eight or nine Gs if everything worked as it should, so at first glance there appeared to be no problem. But then the engineers found that if the capsule had to be tugged away from the Atlas by its escape rocket, the passenger could be subjected to 20 Gs for nearly one second. Even worse, if the capsule re-entered the atmosphere at the wrong angle, plunging too steeply instead of following a gentle curve, the man might get 20 Gs for about eight seconds.



TEST MODEL of capsule rides on Little Joe rocket.

"We figured a man probably would survive that," says Faget, "but he'd be all scrogged up and it would be a while before he got out of the hospital. You can't plan a flight program with possibilities like that."

So the group began looking for a way out. It was a frustrating search, and the only solution seemed to be a new capsule design. Then one day in June of 1958 Faget had a brainstorm.

Acting on a hunch, he asked two of his engineers to make a solid, form-fitting couch for Robert Champine, a NACA test pilot at the Langley Laboratory. It was a stab in the dark, but Faget thought that maybe some kind of unbending support would be better for a man than the pliable nylon couch which the Air Force had recommended.

The two engineers, Bill Bland and Jack Heberlig, made a contour couch and took it to the Navy's giant 50-foot centrifuge at Johnsville, Pa. Champine lay in the couch while the centrifuge spun around, pressing him against the molded contours with a force of 12 Gs. The ride was encouraging, but then Champine had to leave for an urgent conference on the West Coast.

Navy Lieut. Carter Collins, who is two inches shorter and 30 pounds lighter than Champine, thereupon volunteered to try the couch. Collins was too small to fit snugly into Champine's big couch, so Heberlig quickly padded it with extra foam rubber. With remarkable ease Collins then comfortably repeated Champine's 12-G spin.

"Let's see how high we can go," he suggested.

"If you can get up to 20 Gs," said Max Faget, who had come to Johnsville to watch, "you will be my hero for life."

The next day Collins slipped into the couch. Each time the long centrifugal arm spun him around faster. First he rode to 13 Gs, then to 14, then 15, 16, and 18. On the sixth run, Faget got his hero. Collins withstood 20.4 Gs for more than six seconds. Navy doctors examining him afterward found that except for the rupturing of some tiny blood vessels just under the surface of his skin, the 20-G ride had not harmed him at all. The problem of re-entry G-forces was solved.

Faget and the NACA team were not alone in advancing the concept of the blunt-ended capsule. Engineers on various industry teams were working with similar shapes, and one team at McDonnell Aircraft Corporation, a relatively small manufacturer of jet fighters in St. Louis, was hot on the same trail.

CONTINUED ON PAGE 129

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Sensational! No basting while roasting! Use Butter Spread on bird while reheating for 1 hour. Makes meat tender, plump and juicy. Quilted Foil catches rich gravy drippings, makes clean-up very easy.

For 12-lb. unstuffed turkey: Salt breast cavity and fill with 2 large onions quartered. Truss bird. Use double thick length of **Kaiser Quilted Heavy Duty or Broiling Foil** to make shallow pan on cookie sheet: (1) Fold up sides and ends 2 inches. (2) Make diagonal folds at the corners. (3) Fold points tightly against sides or ends. (4) Tuck foil securely inside, ½-inch all around.

Put turkey in pan, brush with oil. Bake in slow oven 325° F for 3½ to 4 hours or 180° on meat thermometer. To control browning last hour place foil tent over bird. When done, remove from oven. Drain or spoon off drippings. Make gravy, adding cooked giblets if desired. Cool, cover with seal-tight Kaiser Quilted Foil, refrigerate. Cool turkey. Wrap completely in wide, tough Kaiser Quilted Foil and refrigerate overnight.

Dressing: On the day before, measure ingredients of your favorite dressing recipe and wrap each in foil; refrigerate. On day of dinner, combine the ingredients, wrap in 1 or 2 foil packets (directions on box) and bake near turkey while it is reheating as shown here:

One hour before serving, whip together in small bowl:

Creamed Butter Spread

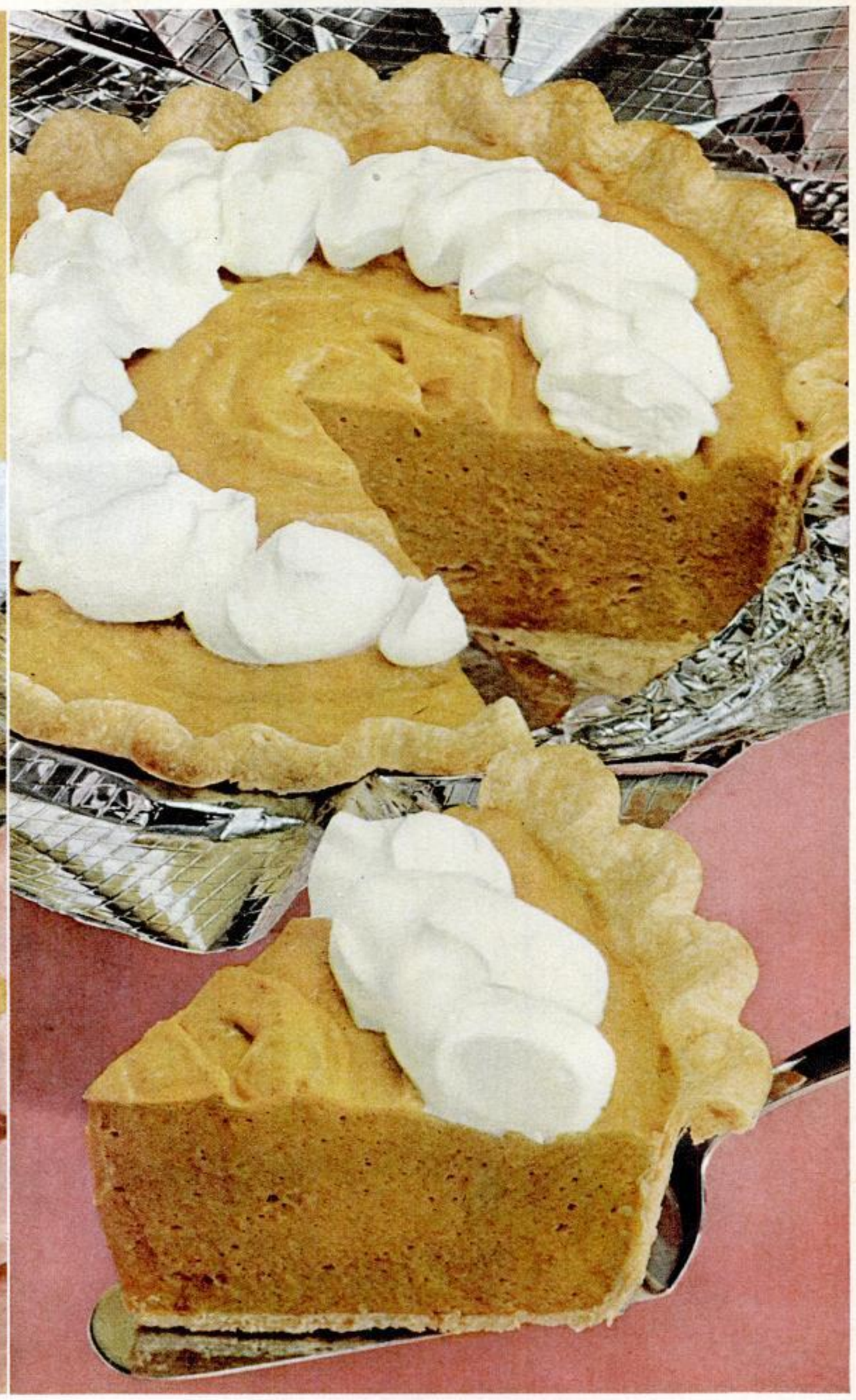
- **½ cup butter or margarine**
- **¼ cup sweet sherry**
- **1 teaspoon shredded lemon peel**
- **½ teaspoon poppy seed**

Place turkey in pan made of Kaiser Quilted Heavy Duty or Broiling Foil folded double. With knife or spatula cover skin with Butter Spread. Heat turkey in preheated oven 350°F for 1 hour. Baste twice with melted butter drippings.

Gravy: Heat on top of stove. Your turkey, dressing, gravy are all ready to serve in 1 hour *without* last-minute flurry.

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2 1-lb. cans cranberries, sauce or whole
2 envelopes Knox Unflavored Gelatine
½ cup Hellmann's -Best Foods Real Mayonnaise
½ cup finely chopped nuts
Garnish of mint or watercress
Kaiser Quilted Heavy Duty or Broiling Foil

Empty cranberries into saucepan. Sprinkle gelatine on cranberries to soften. Place over heat and bring to a boil, stirring constantly until gelatine is dissolved. Remove from heat and let cool until syrupy. Fold in mayonnaise and nuts. Turn into foil-lined loaf pan. Chill overnight. Garnish top with sprigs of mint or watercress. Serves 6.

To line 8 x 5 x 3″ pan: Crisscross 8″ wide and 5″ wide strips of Kaiser Broiling Foil, extending each strip over bottom, sides and ends. Allow *enough excess* so foil can serve as cover while salad is refrigerated overnight.



DO-AHEAD PUMPKIN CHIFFON PIE

New light-and-luscious recipe for traditional spicy pumpkin pie. Perfect dessert after a big holiday dinner. And do-ahead easy with Kaiser Quilted Foil. Try this marvelous recipe.

1 envelope Knox Unflavored Gelatine
¾ cup dark brown sugar firmly packed
½ teaspoon salt
½ teaspoon nutmeg
1 teaspoon cinnamon
½ cup milk
¼ cup water
3 egg yolks
1½ cups canned pumpkin
3 egg whites beaten stiff
¼ cup sugar
9-inch baked pie shell
Kaiser Quilted Heavy Duty or Broiling Foil

Mix gelatine, brown sugar, salt, nutmeg, cinnamon together in top of double boiler. Stir in milk, water, egg yolks, pumpkin. Mix well. Place over boiling water and cook, stirring occasionally, until gelatine dissolves and mixture is heated through, about 10 minutes. Remove from heat; chill until mixture mounds when dropped from spoon. Beat egg whites until stiff. Beat in sugar. Fold in gelatine mixture. Turn into baked pie shell.

For 9″ Pie Shell: Roll out pastry on 14″ square of Kaiser Quilted Broiling Foil. Fit foil and pastry into pie pan. Flute pastry rim. Prick sides and bottom of pastry. Bake at 450° F 10 minutes or until evenly brown. Chill. Fill. Refrigerate overnight. Garnish with whipped cream, if desired. Serves 8.

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ASTRONAUTS CONTINUED

McDonnell's assistant design chief, Ray Pepping, and his 20-man group arrived at a shape very close to the one Faget's team was choosing at Langley. Their detailed studies of the many other problems of orbiting a man in space were so thorough that in the fall of 1958 when the newly created NASA asked for bids on constructing the capsule for Project Mercury, McDonnell won the job over several much larger competitors.

Problems still remained. Re-entry heat, for example, was still a worry. Although the capsule's blunt end would create a shockwave to absorb most of the heat, the plunge through the atmosphere would take five minutes, during which the blunt end would "soak" in the heat not fended off by the shockwave. For about one minute the temperature at its center would rise close to 3,000°, high enough to melt almost anything on earth.

The engineers at both McDonnell and Langley thought of using what they call a "heat sink," a shield of beryllium metal that can absorb a vast amount of heat before it begins to melt. This would get the capsule through the 3,000° barrier, but the shield would be so heavy that some of the capsule's safety systems probably would have to be sacrificed to allow for the added weight.

A lighter shield could be made of a laminated glass-resin that would shuck off the heat instead of absorbing it. As the shield grew fiercely hot, its outer surface would simply vaporize and the vapor would "lift" the heat away. This so-called "ablation shield" was too new to be relied on. and so on Sept. 9 the NASA engineers tested it by firing off a hand-made model of the Mercury capsule with its blunt end protected by the laminated glass-resin.

But the rocket's booster engines did not cut off on schedule, and the capsule was thrown out on the wrong trajectory. As the engineers watched the huge Atlas disappear into the sky above Cape Canaveral, their hearts sank. They had hoped to bring the capsule back into the atmosphere at the same speed and angle it would have if it were returning from a real orbit.

As it happened, however, the capsule was accidentally thrown into a far more severe re-entry angle than planned, and consequently the heat of re-entry was even higher than expected. But when the capsule was later recovered from the sea, its instruments showed that the inside temperature had risen only to 150° for less than a minute, a level that a man could easily endure. Equally important, despite the fact that the capsule's autopilot had cut off before re-entering and thereby knocked out its stabilizing control the shape had come in straight and true with abrupt stresses of only eight or nine Gs, well within a man's safe limits.

A suggestion from the spacemen

SINCE joining the program the Astronauts have made a number of practical suggestions for improvements in the capsule, which they call "the garbage can." Not all of their ideas are completely constructive, and the McDonnell engineers sometimes hold their breath as they wait to hear what the future spacemen will think of next. When the Astronauts recently visited the St. Louis plant, they half-jokingly suggested that McDonnell make some provision for air sickness or, in this case, space sickness. None of the veteran pilots suffers from this malady, but the weightless ride through space might produce the kind of giddiness that brings up past meals.

After raising the question, the Astronauts hopped aboard a commercial airliner and left the McDonnell engineers to brood about it. In the plane one of the Astronauts spied a "burp bag" in the pocket of the seat in front of him. He pulled it out and began scribbling on it.

"Here is the answer," he wrote, "to the burp bag problem. Please subject this specimen to environmental justification testing of salt spray, fungus, high and low temperatures, vibration, shock and capacity." He mailed it to McDonnell Vice President Logan MacMillan. Periodically, the McDonnell engineers are likely to grimace over an inquiry from the Astronauts about the Burp Bag Test Program.

But on the whole there has been little time for levity. Mercury is in a hurry. The engineers candidly acknowledge that the Russians are likely to beat the U.S. with a man in space, probably by launching a man on a straight-up-and-down ballistic flight, which is far simpler than orbit and safe recovery.

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New antibiotic way to fight SORE THROAT



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1. Relieves pain fast

2. Kills germs

3. Speeds natural healing

Candettes Antibiotic Troches contain two germ killers, plus the same pain reliever used by many doctors after tonsillectomies.

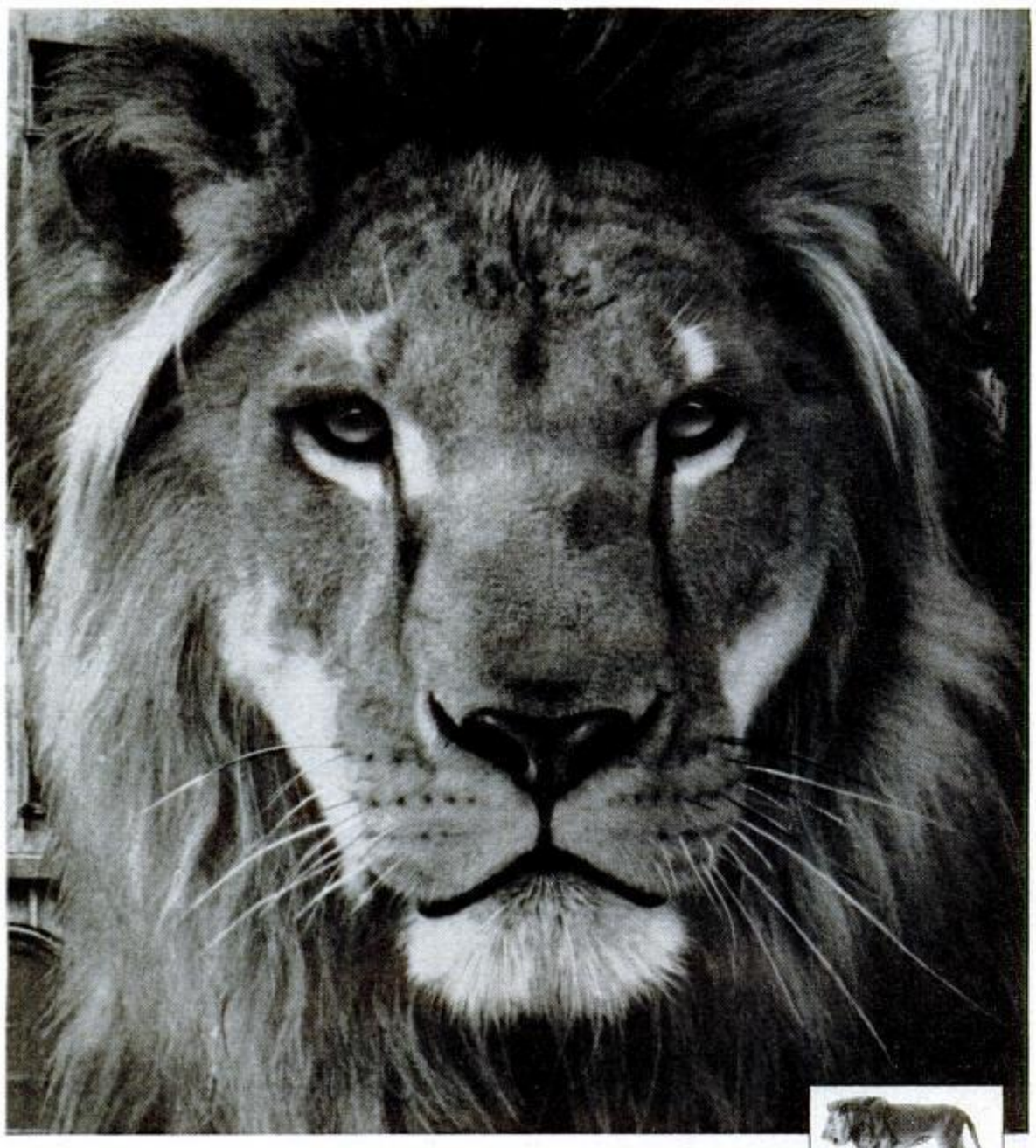
Technically, it may be called "minor sore throat", but all you know is that it's aflame with pain and you want fast relief.

Candettes Antibiotic Troches have the power to bring you that relief.

More than that, the two effective antibiotics in every Candettes Troche kill many harmful sore throat germs—thereby speeding up the natural healing process.

Candettes taste like orange candy, but don't let that fool you . . . they work like the potent medicine they are. Keep a package handy—at home, at your office, in your pocket. At the first sign of throat irritation or soreness, take Candettes. Of course, if the sore throat persists, see your doctor.

Candettes®
Antibiotic Troches



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DREYFUS FUND INC

"We've designed this whole system for orbital flight," says Gilruth. "If we had designed only for a ballistic flight, we could have done it much quicker."

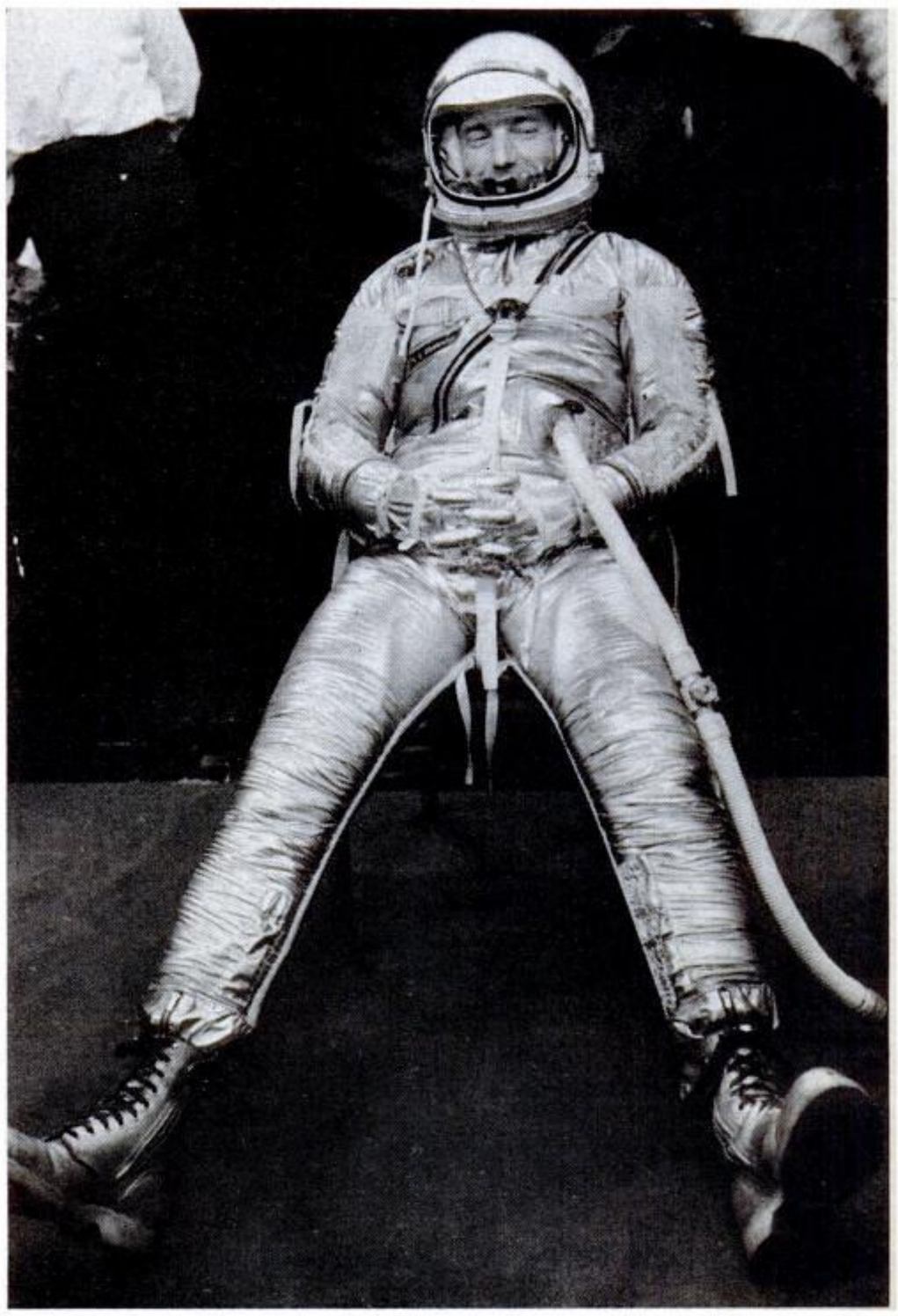
Some of the Mercury program's critics have complained that the test program, which demands that the capsule be launched and recovered successfully from both ballistic and orbital flights before a man risks his life, is too conservative and time-wasting: "Did Lindbergh ask the *Spirit of St. Louis* to fly to Paris alone before he dared to take the trip? Is the X-15 designed to fly with a monkey before a test pilot takes it up?"

The engineers acknowledge that considerable time undoubtedly could be saved if they cut down the number of preliminary flights and "stopped spending two thirds of our time" devising the remarkable systems which they hope will make the capsule fly as well with a chimpanzee as with a man. But they fear the Astronaut's chances of surviving the first flight might be cut accordingly. None of them wants to be responsible for sending a man into space until the chances of success are reasonably certain.

"We are not going to compromise anything," says Charles Donlan, assistant project director. "It is more important to do it right." Then he adds, wistfully: "The trouble with this space race is that it's like a baseball game with an infinite number of innings. Unfortunately after each inning the spectators look up and think they've heard the final score."

But Astronaut Scott Carpenter, as pessimistic as the engineers about chances of an American beating a Russian into space, would welcome some compromises for the sake of speed.

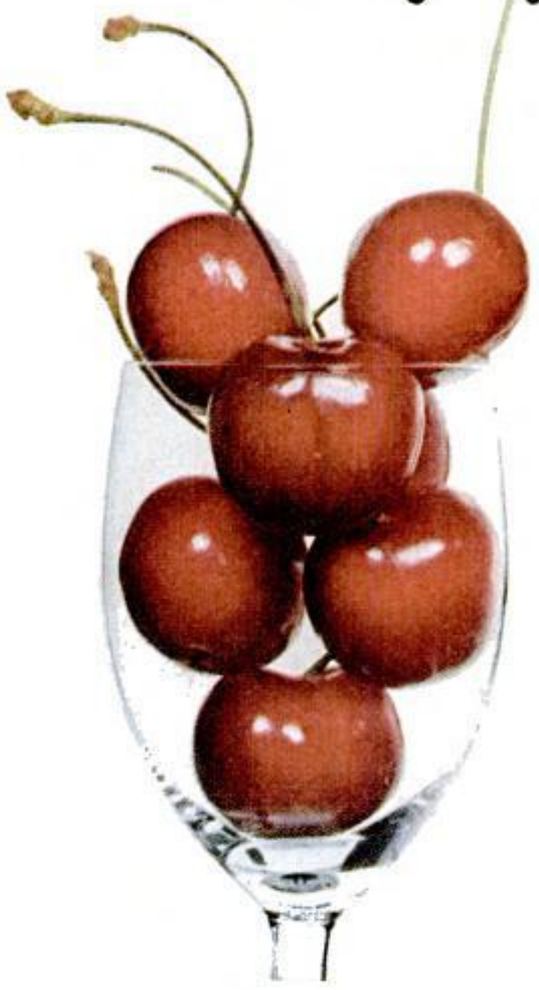
"You look at that ton of metal, plastic, dials and controls," Carpenter says, "and you're a bit awed by this device. But I would not mind sacrificing some of the automatic systems. I believe it is vitally important to this country to accomplish one of these space efforts first, and I am willing to take added, perhaps imprudent, risks to win this inning."



IN CAPSULE CLOTHES, Astronaut Scott Carpenter stretches between tests. Specially fitted pressure suit is inflated with compressed air through hose.

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("Man, oh Mani-shev-its")

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AT GEISHA PARTY SOMERSET MAUGHAM, HIS FRIEND, PROFESSOR MUTSUO TANAKAI, AND SECRETARY ALLAN SEARLE SIT ON CUSHIONS TO WATCH THE DANCES

Geisha Gambol for Mr. Maugham

Two months ago 85-year-old Somerset Maugham sailed from Marseilles, France for a trip to the Far East—"to see," he said, "before I die the countries I visited 35 or 40 years ago." Now the famous writer is in Japan happily leading the life of a tourist. He has fed the carp in a formal garden pond and bought a lacquered dish for $55. He was about to buy an original Utamaro wood block but decided not to when he learned that the price was 140,000 yen ($389). At a department store where his books were being featured he was surprised and delighted by the ovation he received from an admiring crowd of Maugham fans.

Then someone suggested that no Japanese trip was complete without a geisha party. Maugham sat on the tatami floor, watched the geishas' graceful dances, listened to the playing of a three-stringed samisen and learned the custom of exchanging cups of wine with the girls. He enjoyed everything immensely though he had some trouble with several old Japanese customs (*next page*).

CONTINUED

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TRYING CHOPSTICKS Maugham watches geisha demonstrate (*left*). "Dexterous," he says admiringly. He tries it (*center*). Failing at first, he says, "Wait a minute, I haven't given up yet." After taking time out for a smoke, he tries again. "Here it comes," he exults and finally maneuvered a shrimp to his mouth.



TRYING ON CLOTHES Maugham models a brocaded smoking jacket which he purchased for $15.



UNABLE TO RISE from a low cushion at party's end, he happily gets help from the giggling geishas. →

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PRETTY PASS FOR A PIGEON, ALAS

Firemen of Engine Company No. 5 in Santa Monica, Calif. peered proudly out of their newly washed firehouse windows recently to see a distressing sight that sent them rushing to the rescue. A pigeon, half flying, half hopping, was banging about a nearby roof trying to shake loose a 28-inch target arrow that had pierced its body. The firemen got out their ladder and lumbered after the pigeon which promptly flew to another roof. The firemen chased after it and Photographer Bob Mulligan chased after them. He got the startling shot above before Fireman Dick Johnson lunged and grabbed the arrow. He did not get the pigeon; it jerked free and, keeping a stiff and silent upper beak, flew furiously away.

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(continued from inside front cover)



TIMELY TIE-INS -- Chrysler (Plymouth wins gas mileage run in its class)
Studebaker (Lark best in mileage runs in all V-8 classes)
Monroe Auto Equipment Company (Monro-matic shock absorbers used by winner of Indianapolis Speedway)
Johns-Manville (New Mrs. America visits Johns-Manville Home)
Mobil Oil (Mobil gas economy run proves value of Mobil oil)
Goodyear (Tires show top performance in "Southern 500" stock car race)

SPECIAL PREMIUM OFFERS -- General Foods (Swans Down Cake Mix value coupons)
Pro-phy-lac-tic Brush Company (Coupon for obtaining personalized toothbrush)

SUPPLEMENTS TO OTHER MEDIA CAMPAIGNS -- General Foods (Dream Whip testimonial by Arthur Godfrey, product's talent on TV)

POLICY STATEMENTS -- Philip Morris (Marks opening of its 2nd century with new research center)
S & H Green Stamps (Reference to a government report citing savings to consumer in stamp use)

A YEAR-END MODEL SALES DRIVE -- General Motors (Oldsmobile)

NEW WARRANTY POLICIES -- Motorola TV (Parts guarantee)

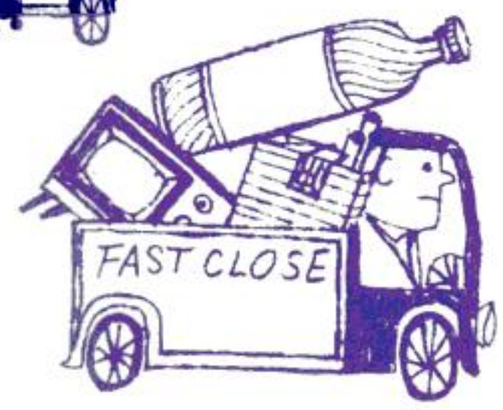
A NEW CAMPAIGN THEME -- Calvert Distillers (Now it's the Lady of Distinction)

NEW MODEL OR PRODUCT INTRODUCTIONS -- Westinghouse (Introducing the new-shape white bulb)
Ford (1960 Falcon)
General Motors (1960 Buick)
Miller International Company (Stereo-Fidelity's new record line)
Remington Rand (The new Roll-A-Matic electric shaver)
Prince Matchabelli (Wind Song perfume)
Travelers Insurance (New life insurance policy availability for uninsurables)
Smith Corona (New electric portable)
Simmons (New Adjust-A-Bed with complete dealer listings)
Pillsbury (New chocolate chip refrigerated cookies)









(over)

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Cordially,

Clay Buckhout

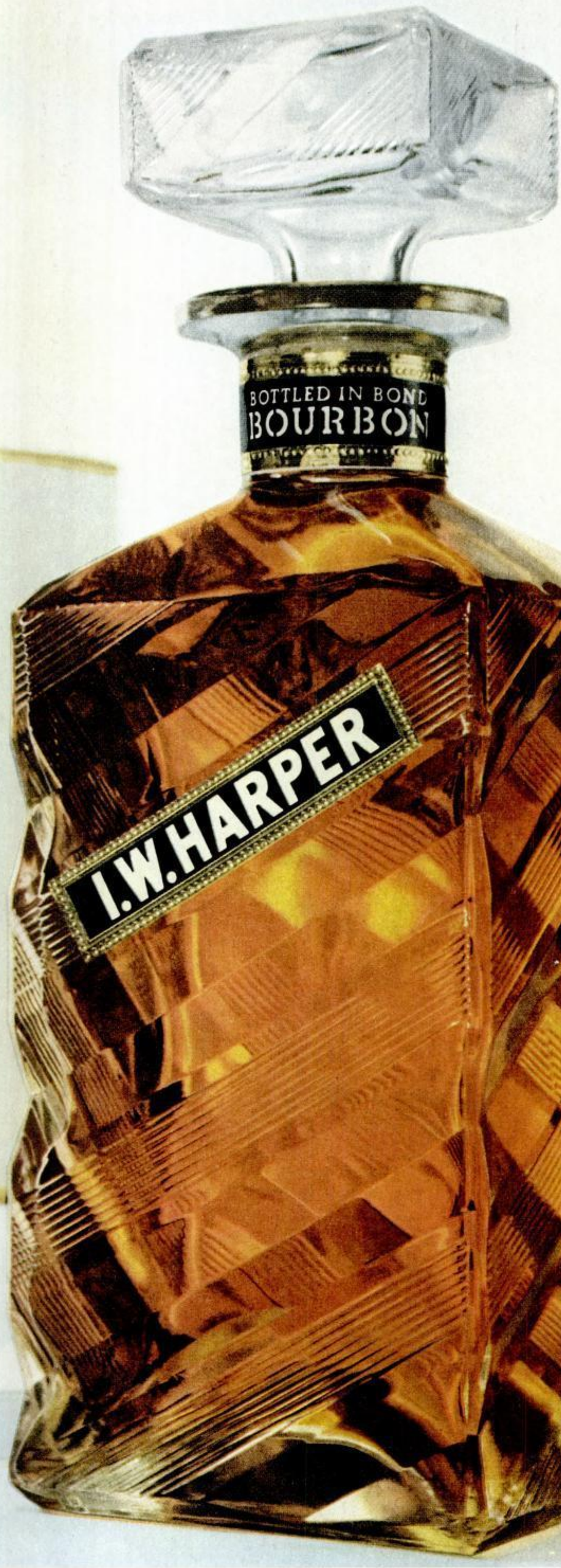
Clay Buckhout
LIFE Advertising Director



*Flexibility is one reason advertisers have invested $124,000,000 in LIFE's pages during the first eleven months of this year -- already more revenue than LIFE received during entire 1958 and some $34,000,000 (and 750 pages) more than received by the next highest magazine.

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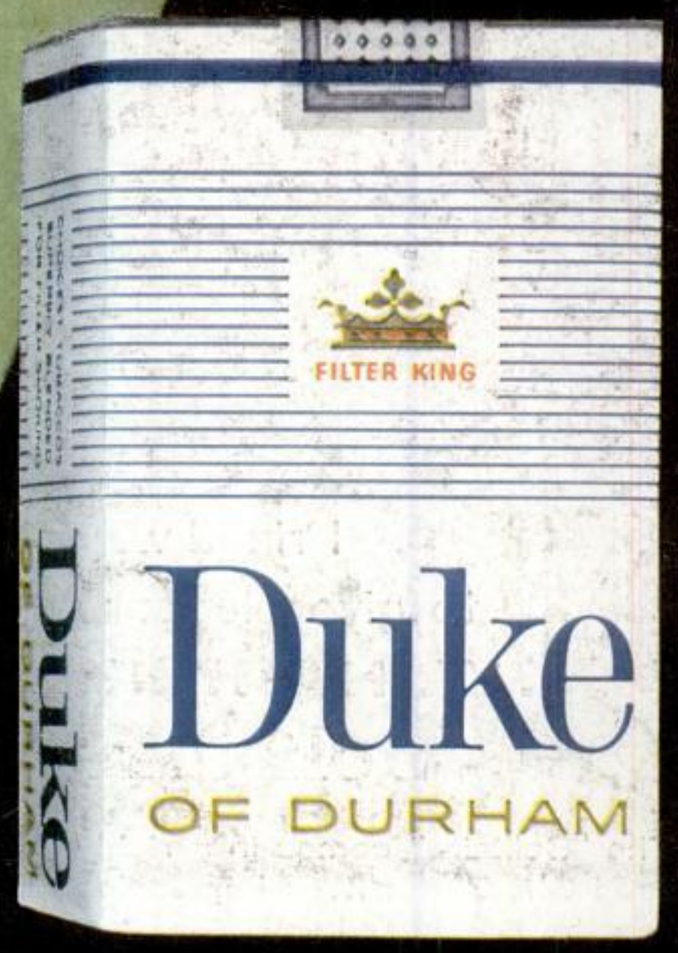
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